

The American **BAKER**

PUBLISHED FOR THE BAKERS OF AMERICA



Volume 23
Number 8

AUGUST, 1955

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The American Baker

Published Monthly for the Bakers of America by
THE MILLER PUBLISHING CO.



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GEORGE L. GATES, Market Editor
ROGER BERGLUND, Assistant Editor
EMMET J. HOFFMAN, Assistant Editor
L. R. McDONALD, Research Director

A. J. VANDER VOORT, Technical Editor
GEORGE J. EMRICH, Contributing Editor

THE AMERICAN BAKER is published by the Miller Publishing Co. at 2501 Wayzata Blvd., Minneapolis, Minn. Mail Address, P.O. Box 67, Minneapolis 1, Minn. Telephone, Main 0575. Teletype, MP 179.

EASTERN STATES BRANCH OFFICE—114 E. 40th St., New York 16, N.Y. Telephone, Murray Hill 3-3768. Teletype, NY 1-2452. George W. Potts and Paul L. Dittmore, Co-Managers.

SOUTHWESTERN BRANCH OFFICE—614 Board of Trade Bldg., Kansas City 5, Mo. Telephone, Victor 1350. Teletype, KC 295. Martin E. Newell, Manager; James W. Miller, Assistant Manager.

CENTRAL STATES BRANCH OFFICE—2272 Board of Trade Bldg., 141 W. Jackson Blvd., Chicago 4, Ill. Telephone, Harrison 7-6782. Teletype, CG 340. Don E. Rogers, Manager; Henry S. French, Assistant Manager.

WASHINGTON OFFICE—604 Hibbs Bldg., Washington, D.C. Telephone, Republic 7-8534. Teletype, WA 82. John Clipperly, Special Correspondent.

SUBSCRIPTION RATES—One year \$2, two years \$3, in U.S.A. or U.S. possessions, Canada and Pan-America. Add \$1.50 a year for postage to other countries. Single copy 25c. Entered as second class matter at the Minneapolis Post Office. Readers are urged to give prompt notice of change of address and to anticipate future changes by two weeks' advance notice, using form 22-S obtainable from postmen.

THE MILLER PUBLISHING CO. also publishes The Northwestern Miller, Feedstuffs, Milling Production and Croplife. Executive, editorial and publication offices at 2501 Wayzata Blvd., Minneapolis, Minn. Carroll K. Michener, Chairman of the Board of Directors; H. J. Patridge, Honorary Chairman; Harvey E. Yantis, President; Milton B. Kihlstrum, Executive Vice President and Treasurer; Martin E. Newell, Vice President; Don E. Rogers, Vice President; Wilfred E. Lingren, Secretary and Advertising Sales Director; Thomas A. Griffin, Business Manager; Edwin J. Hartwick, Circulation Manager; James G. Patridge, Assistant Treasurer; Carl R. Vetter, Advertising Production Manager.



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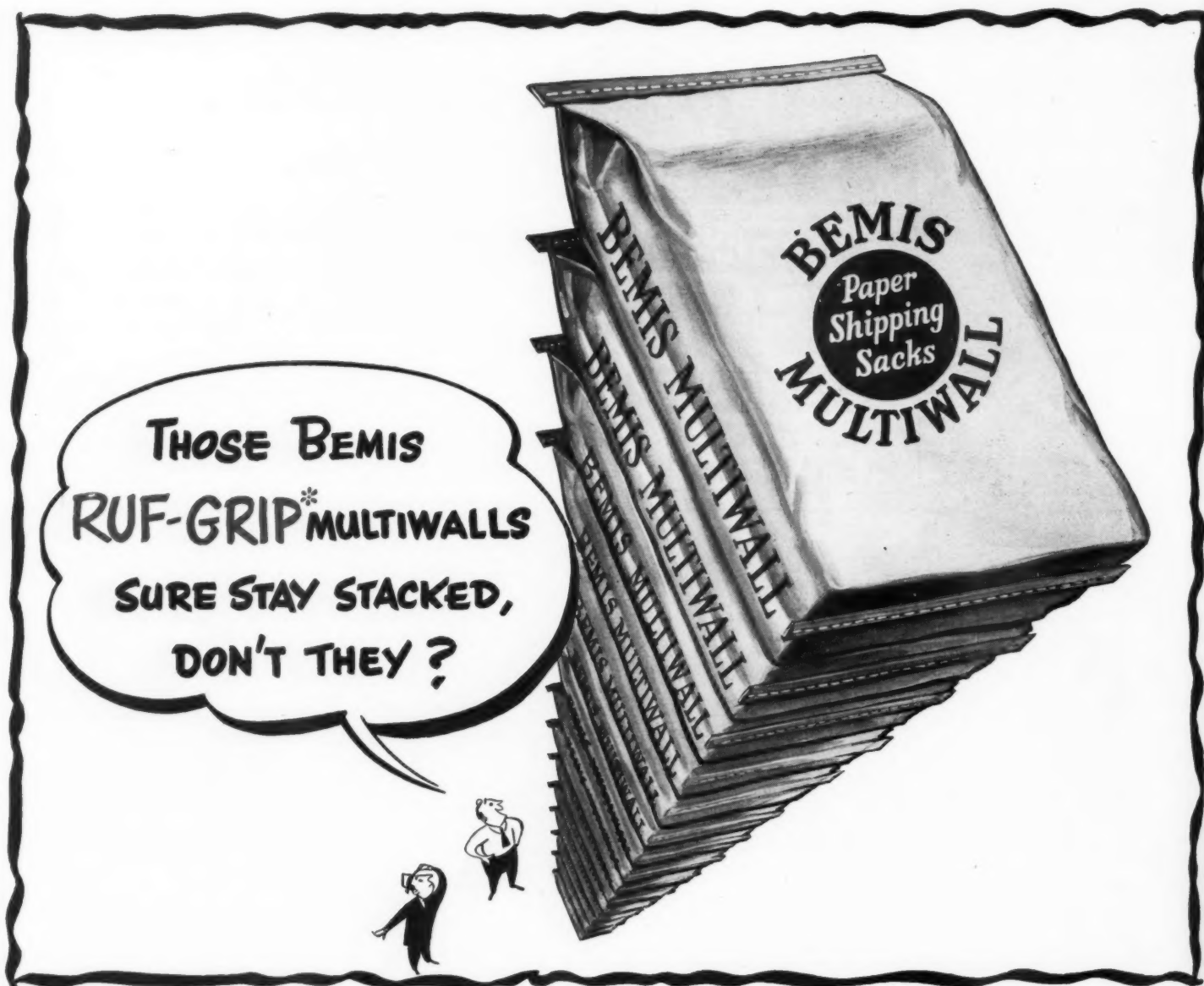
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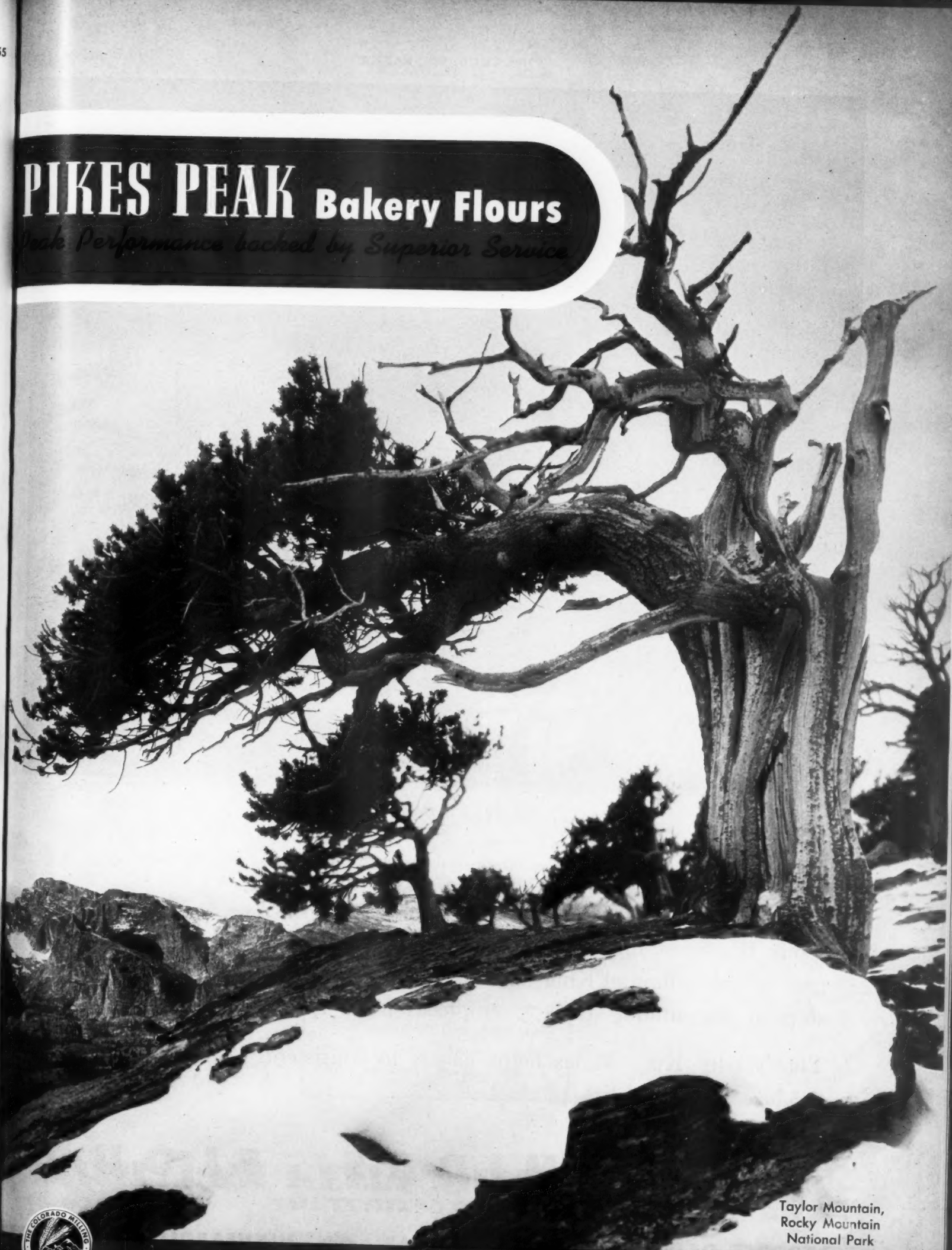
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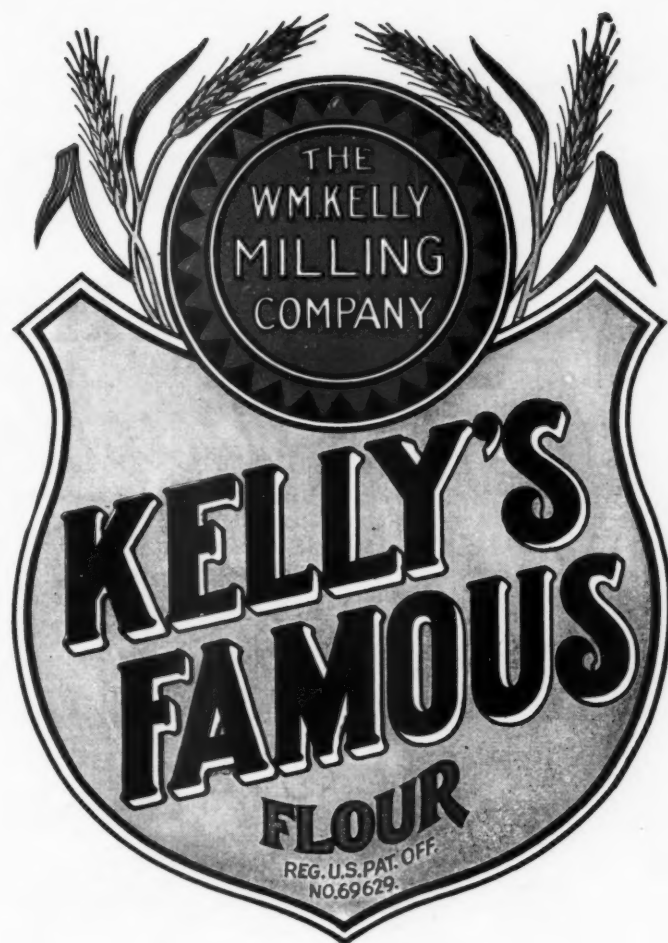


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Comment . . .

. . . by Cooley

In this day of huge state universities, the dependence of education upon endowment seems to be lessened—with the largest part of contributions going toward athletic scholarships. On the contrary of course, there is a need for scholarship money in every school in the land, and it's strange that more publicity hasn't been given to the fact.



F. W. Cooley, Jr.

It's important to the baking industry because most of the educational institutions serving baking depend even more on scholarships than do the well-known universities. The American Institute of Baking in Chicago has several scholarships available, donated by allied companies. Dunwoody Baking School in Minneapolis is always grateful for donations, as are the other trade schools offering baking courses.

The school which has done the most for baking and its future executives is the baking science and management department of Florida State University. Dr. L. A. Rumsey, the head of this school, says that half of the students in his department are receiving financial help.

This financial help comes from the Southern Bakers Assn., which worked for several years to get the state of Florida to cooperate in setting up the school, and to date has contributed \$90,000 to its support. The SBA, through its University Fund, can well be proud of the effort which has made FSU the only college in the nation offering a degree in baking science.

However, this subscription has been made by a very small group of industry people.

Of the 29 baking firms who have financially invested in the FSU baking school, one has contributed \$12,625, another \$7,000, two have given \$4,000, five have given \$2,000 each, one \$1,300, two \$1,250, eight \$1,000, one \$750, four \$500, one \$400, one \$300, one \$125 and another \$100. Of the 34 allied business firms who have supported the baking school since 1950, two have contributed \$2,500, five \$2,000, one \$1,600, two \$1,500, eight \$1,000, one \$500, two \$400, seven \$250, one \$150, one \$100, one \$50, one \$40, one \$25 and another \$10. Individuals have contributed amounts from \$25 to \$2,000.

It is certain that the Southern Bakers Assn. University Fund will benefit tremendously by being included in the budget of those baking firms who may be looking into the future toward a time when skilled bakery management personnel will be worth as much to baking as the engineers of today are to industry. Whether your contribution goes to Florida State or to the other schools training bakers for tomorrows, it will be appreciated, and will also be a guarantee of future manpower.

Signs of the times?: Overheard a conversation between two baking executives a while back which went something like this:

"We don't have any sales managers any more. We have sales managers."

Thanks for reading. See you next month.

Frank Cooley

Mr. Crumb . . .



"Excuse me, Johnson, I'm stepping outside for a moment."

Editorials . . .

ACCOLADE FOR ENRICHMENT

Enriched bread, states a current bulletin of the Biological Sciences Foundation, Ltd., Washington, D.C., has contributed significantly to the nutritional protection of the American people. The Foundation finds that the baking industry "has accepted its responsibilities in matters of good public nutrition."

"The industry," states the foundation's spokesman, "wholeheartedly cooperated with public spirited physicians and nutritionists in the development of the enrichment program and in putting it into practice. In the 22 states which have enacted no legislation making the enrichment of white flour and bread compulsory, almost all flour millers and bakers voluntarily turn out the enriched products."

"The enhancement of the nutrient content of white bread by enrichment has removed the nutritional stigma previously borne by white bread. Conforming to government requirements, enriched bread of today provides per pound not less than 1.1 mg. of thiamine, 0.7 mg. of riboflavin, 10 mg. of niacin, and 8 mg. of iron; whereas, as formerly made, bread contained comparatively insignificant amounts of these nutrients. Calcium was also virtually absent."

"Because 4 lb. of nonfat milk solids per 100 lb. of flour is used in average present-day commercial white bread formulas, enriched bread provides good quality protein, 39 grams per pound of bread. This protein (flour protein supplemented with milk protein) contributes to the maintenance of body tissue and to growth promotion. The nonfat milk solids and yeast food of white bread formulas also materially increase the calcium content of enriched bread. Enriched bread, therefore, consumed in customary amounts, contributes valuably to the protein and calcium of diets."

"A conservative estimate of the per capita daily consumption of bread in the United States is 5½ oz. or six slices. This amount of enriched bread, on a calorie basis, furnishes substantially more than its share of protein, B vitamins, iron, and calcium to the diet. Thus, it compensates for deficiencies of these nutrients in other foods. In addition, the biologic value of its protein (because 10.5% is milk protein and 89.5% is flour and yeast proteins) makes enriched bread a noteworthy protein food."

According to calculations of the U.S. Department of Agriculture, the food supply of the nation during 1942-1948 provided 25% more thiamine, 10% more riboflavin, 15% more niacin, and 14% more iron than it would have without the nationwide enrichment of flour and bread. Since 1941, the year in which enriched bread was introduced in the national market, the incidence of widespread deficiency diseases has dropped markedly and consistently.

Trade Pulse

The appointment of two new salesmen to Avisco cellophane, American Viscose Corp., has been announced by J. W. LITTLE, general sales manager of the film division. CHARLES E. GUEST has been assigned to the south Philadelphia territory, including parts of Pennsylvania and Delaware; HORACE M. PITCHER will handle sales in Louisiana and Mississippi and in the cities of Mobile, Ala., and Pensacola, Fla.

WALTER A. LAPHAM is the new director of marketing for Frank G. Shattuck Co., New York bakery and restaurant chain.

E. F. DAVIDSON, president of the Davidson Baking Co., announced in Portland, Ore., recently that O. L. THOMAS had been appointed the new general manager of the baking company plants. The newly created position includes management of the bread and cake plants in Portland and the baking plant in Eugene, Ore.

WILLIAM GRAF, JR., has been appointed director of engineering for Arnold Bakers, Inc., Port Chester, N.Y. Mr. Graf was formerly supervising engineer in charge of the Oven Division of the National Biscuit Co.

FRITZ BRONNER has been named executive vice president of Ekco International, subsidiary of Ekco Products Co. He has been Ekco's export manager for 21 years. Mr. Bronner will establish headquarters in western Europe.

HEATON GOFF, general manager of Weston's Burbank (Cal.) division, has been elected vice president and general manager, it was announced by J. C. McMULLEN, president and managing director of Weston Biscuit Co., Inc.

The appointment of PATRICK D. GALLAGHER to the Milpriest, Inc., sales staff has been recently announced by BERT HEFTER, vice president and general sales manager of the Milwaukee firm. Mr. Gallagher will work out of the company's Milwaukee home office.

LOUIS J. COZZA, veteran employee of the Fisher Baking Co., Salt Lake City, has been appointed general sales manager of the firm, succeeding FRED SMITH who resigned. He was formerly supervisor of sales.

P. L. HAND has retired from his position as director of the insurance department of American Bakeries Co., Chicago. Mr. Hand originally sold insurance to the company now known as American Bakeries Co., when it headquartered in St. Paul. He joined the company in 1925 as insurance manager, and head of the insurance department, moving with the company to Chicago, shortly thereafter. In 1928 Mr. Hand instituted the company's present safety award program.

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INDUSTRY NEWS

"Price Spots" on Labels Urged

WASHINGTON—The National Association of Retail Grocers reportedly is backing a drive among suppliers of baked foods to have "price spots" on labels, packages and wrappers of all baked foods.

It is reported that the supermarkets want the "price spot" to tell their cashiers quickly what the price of baked products is; that superettes want to "control the price" and the little independent stores want to mark the price that they feel justified in charging. The association indicates that a large price tag printed on the end label is popular with housewives in the Chicago area.

Carbohydrates Study Advised

WASHINGTON—Food and nutrition research has received high priority in an expanded program recommended by the Home Economics Research Advisory Committee which met here last month.

Considered among the most important was the recommendation to initiate laboratory analyses on carbohydrates in foods to replace incomplete or obsolete data that are likely to give erroneous results in diet planning and appraisal. An expanded analyses of nutrients in foods to obtain data on new foods and new forms of common foods which are not now included in tables of food composition were also recommended.

Buns Join in Summer Fun

NEW YORK—The backyard picnic is all the rage this summer, reports the Wall Street Journal in a recent issue. And in spite of the statement by one baking company executive that the trend "has grown right under our noses," there is strong evidence that such movements as "July Is Picnic Month" are beginning to bear fruit.

Officials representing the American Meat Institute, for example, said they expect hamburger meat sales to exceed 200 million pounds this year, up from 180 million pounds last year and triple the 76 million-pound-figure of 1950. The hamburger bun sales by bakers are expected to increase likewise, with one large bakery reporting that June bun sales this year were 45% over June of last year.

The article reports that the sales of barbecue equipment, grills, braziers, lighting equipment, tongs and the like soared from insignificant quantities in 1950 to where \$70 million of this equipment will be sold this year.

Massachusetts: "Loss Leaders" Out

BOSTON—The Massachusetts Supreme Court has ruled that "loss leader" sales are illegal in the state. It is believed to be the first test of the state's "unfair sales act" which has been on the books since 1938.

Involved in the action which began in April, 1954, were two Lawrence, Mass., food retailers, one charged by the other with advertising and selling for 15¢ bread that cost him 17¢.

Louis Fournier, the plaintiff, has sales of \$50,000 a year while sales of the defendant, John P. Troianello are about \$1 million a year. Malcolm McCabe, an attorney for Mr. Fournier, said the bread case provided a clear-cut and simple issue.

The decision of the Supreme Court makes permanent an injunction against "loss leader" sales issued in April, 1954, by a lower court.

The Massachusetts Supreme Court turned down an argument by the defendant that a prohibition against advertising to sell below cost is too vague to be enforced. The court said it did not feel the legislature had imposed unreasonable restrictions upon private business or had deprived a citizen of the commonwealth of his equal rights to engage in commerce for profit and use his property in a reasonable manner for the best interests of the citizens of the commonwealth.

The "unfair sales act" was described as "an act defining and prohibiting unfair sales practices with a view of preventing the advertising or offering for sale or the selling, below cost, of merchandise for the purpose of injuring competitors or destroying competition." The penalty is a fine or imprisonment or both in a criminal action. The bread case was a civil suit.

The act provides for exceptions such as clearance sales, sales of imperfect, damaged or perishable merchandise or sales where the price of merchandise is made in good faith to meet competition.

Filbert Import Rule Relaxed

WASHINGTON—By presidential proclamation the importation of 1,500,000 lb. of shelled filberts into the U.S. between now and Sept. 30, end of the quota year, will be permitted without payment of the 8¢ a pound tariff fee ordered last year.

Originally, 6 million pounds of filberts were permitted to enter without payment of the 8¢ fee.

The Tariff Commission recommended to the President recently that the additional quantity of shelled filberts be permitted to enter free of the fee because of changed circumstances and because the importation of this quantity of foreign filberts would not interfere with the domestic agricultural program.

The baking industry associations last year presented their views to the Tariff Commission with respect to shelled filberts, urging that no action be taken by the government which would reduce the supply of filberts available to bakers or increase the price of this commodity.

The Tariff Commission has announced that a public hearing on the subject will be held Aug. 30.



BEST OF LUCK—Godspeed was extended to Jack Schafer (left), Schafer Bakeries, Inc., Lansing, Mich., by George Abel, outgoing president of the Associated Bakers of Minnesota, during Mr. Schafer's short stopover in Minneapolis recently. Mr. Schafer was enroute by plane to Seattle where his speed boat, The Such Crust III, will compete Aug. 6 in the Gold Cup Races. Also in the picture, from the left, are other racing enthusiasts: Orchestra leader Guy Lombardo, Mrs. Lombardo, Mrs. Joseph Scheanet, and Joseph Scheanet. The latter two couples will also have boats competing in the races at Lake Washington. Such Crust III recently won the International Speed Boat races in Detroit. Mr. Schafer's boat has a 3,500 h.p. twin engine and can exceed speeds of 165 miles per hour.

Southern Bakers Change 1956 Meeting Site To Miami Beach, Fla.

ATLANTA — The 1956 Southern Bakers Association convention will be held at the Roney Plaza Hotel, Miami Beach, Fla., not at Boca Raton, as previously planned. This will be the 42nd annual convention and the dates will be April 12-15.

The change was approved by the president and board of governors after recommendation by the convention site committee, according to Benson L. Skelton, SBA secretary.

—BREAD IS THE STAFF OF LIFE—

Continental to Build California Bakery

SANTA ANA, CAL. — Continental Baking Co. officials today disclosed that a \$200,000 bakery would be constructed at First St. and Pacific St. in Santa Ana, Cal.

The Santa Ana site was chosen because its central location will enable service to all of Orange County, officials said.

—BREAD IS THE STAFF OF LIFE—

NAMED DISTRIBUTOR

CHICAGO—The Kitchens of Sara Lee, Inc., has appointed Flagstaff Foods, 536 Fayette St., Perth Amboy, N.J., as its distributor for the northern New Jersey area, it was announced by Charles W. Lubin, president.

ADMI Process Wins Award

CHICAGO — The American Dry Milk Institute, Inc., Chicago, on Aug. 2 received the 1955 Grand Award (in its class) of the American Trade Association Executives for "outstanding service to the industry which it represents as well as to the American public."

The award was presented on the occasion of the ATA's 35th annual meeting, Grand Hotel, Mackinac Island, Mich. The award was made specifically for the institute's successful technical research program entitled, "A Revolutionary New Process for Bread Making." This is the ADMI stable ferment process announced by the American Dry Milk Institute at its annual meeting in Chicago in April, 1954.

"The entries submitted in 1955" read the announcement, "revealed dynamic stories of associations in action and necessitated a difficult problem of evaluation for the jury of awards. All exemplified an awareness of public responsibility, an awareness which has become the keynote for today's association activities. Those selected to receive grand awards and awards of merit are recognized as having made the most significant contributions to their industries, members and the public."

CLOSING OF MILITARY BAKERIES RECOMMENDED

WASHINGTON—The closing of all but one of 31 military bakeries has been recommended by the Food Industries Division of the Business and Defense Services Administration to the Department of Commerce which has to make a formal ruling.

The American Bakers Assn. cooperated with the Food Industries Division in evaluating the essentiality of these baking establishments operated by the Armed Forces.

The recommendations of the BDSA division were made following a Hoover Commission report on business enterprises operated by the government in which it was found that there was little if any justification for the bakeries maintained by the Department of Defense.

Authorities on Food, Health to Address ABA Meeting Oct. 1-6

ATLANTIC CITY, N.J. — Nationally known speakers will address bakers and allied industry representatives attending the annual convention of the American Bakers Assn., to be held during the Baking Industry Exposition at Atlantic City, N.J., Oct. 1-6.

Lewis G. Graeves, Chas. Schneider Baking Co., Washington, ABA chairman, has announced three outstanding authorities who will address the general session of ABA on Oct. 3 and Oct. 5.

Paul S. Willis, for 23 years president of Grocery Manufacturers of America, Inc., will discuss problems and responsibilities of the food processing industries Oct. 3.

On Oct. 5, speakers will be Dr. Henry Sebrell, former head of the National Institutes of Health, Bethesda, Md., and Dr. Norman Vincent Peale, New York, well known religious leader.

New findings in nutrition and

health will be related by Dr. Sebrell, with emphasis on the vital role the baker plays in contributing to the better health which prevails in America today.

Mr. Willis is recognized as a foremost spokesman for the food industry. He makes frequent appearances on radio and television and his articles have appeared in many national publications.

Dr. Sebrell has had a long career in the public health field. He has headed the National Institutes of Health at Bethesda, Md., since 1950.

As a member of the Food and Nutrition Board of the National Research Council, Dr. Sebrell has taken a leading part in nutrition surveys in this and other nations. He was one of the earliest advocates of the enrichment program and is one of its strongest supporters.

E. L. Southwick, Farm Crest Bakeries, Detroit, is general chairman of the ABA convention committee. He has been instrumental, working closely with Harold Fiedler, ABA secretary, in obtaining the speakers for the convention, Mr. Graeves said.



Ezra Taft Benson

ABA SPEAKER—Ezra Taft Benson, secretary of agriculture, will address the general session of the annual convention of the American Bakers Assn., Oct. 5 in Atlantic City, N.J., it has been announced by Lewis G. Graeves, Chas. Schneider Baking Co., Washington, ABA chairman. The ABA convention is being held in conjunction with the 1955 Baking Industry Exposition at Atlantic City, Oct. 1-6.

Allied Trades Developments . . .

New Sales Manager

MILWAUKEE—Harvey A. Hahm has been appointed sales manager of the chocolate division of the Robert A. Johnston Co., Milwaukee, by Fred W. Drenk, new vice president in charge of sales for the company.

Sales Contest Winner

APPLETON, WIS.—David McMahon, Dunbar, W. Va., recently was named by John E. Guyette, Western Condensing Co. food products sales manager, as the winner of a short wave radio for producing the greatest number of new accounts.

Special Representative

CHICAGO — Paul Cadwell, vice president of J. W. Allen & Co., Chicago, has announced the appointment of George Fooshe, Jr., as special sales representative. Mr. Fooshe has been with the firm for over 10 years as sales representative in Indiana. In his new capacity he will devote his entire time to special bakery accounts in Chicago and the central states.

A. D. Hoepfner Named

CHICAGO—A. D. Hoepfner has been named manager of the Flexible Package Co., Chicago, a wholly owned subsidiary of the Bemis Bro. Bag Co., engaged in the manufacture of polyethylene bags of various kinds. He was previously supervisor of plastic bag sales at the company's general offices in St. Louis.

Join Foil Kraft, Inc.

LOS ANGELES—A. J. Johnson, president of Foil Kraft, Inc., Los Angeles, has announced that Joseph L. Hunter and Elden Smith, both of Riverside, Cal., have become affiliated with Foil Kraft, Inc., through the purchase of stock, and have also been elected to the board of directors.

Win Trips to Miami

CHICAGO—Twelve salesmen for Chapman & Smith Co. have been named winners of all-expense paid trips to Miami for themselves and their wives, it was announced by E. J. Stermer, sales manager of the firm. The winners placed high in a

Loafers to Award Silver Crowns For Industry Work

CHICAGO — Seven silver champ crowns will be awarded to members of the Royal Order of Loyal Loafers at the Baking Industry Exposition, Atlantic City, N.J., Oct. 1-6.

Six of the crowns will be presented to bakers and allied tradesmen for outstanding performances in supporting the Bakers of America Program's "July Is Picnic Month" promotion. The seventh will be given for the best all-around promotional work in behalf of the baking industry throughout the year.

Four of the crowns will be given to bakers, one each in the four geographic sections of the country; one to the state or regional bakers association; and one to an allied supply company.

All Loafer members are eligible to enter the competition for one of the crowns. Case histories must be submitted before Sept. 1 with photos, clippings or other data to Loafer headquarters, Room 1558, 20 North Wacker Drive, Chicago 6, Ill.



CROWN — Pictured above is the silver champ crown which will be awarded to members of the Royal Order of Loyal Loafers at the Baking Industry Exposition, Atlantic City, N.J., Oct. 1-6.



FIRST IN CANADA—Bulk flour delivery has arrived in Canada. Christie's Bakery at Toronto is the first bakery to be on the receiving end of the swift, new method introduced by Robin Hood Flour Mills, Ltd. and operating from the Humberstone, Ont., mill. In this picture, the Robin Hood bulk trailer is being backed into Christie's receiving department prior to discharge.

sales contest held from Jan. 1 through June 30.

The winners: Hunter Brown, Art Fritzsche, and Tom Lenehen of Chicago; Ed Banfield, Eaton Rapids, Mich.; Bob Goman, Appleton, Wis.; Walt Hendricks, Toledo; Jerry Maney, Milwaukee; Dick Perkins, Kiefer, Okla.; John Schroeder, Denver; Fred Stockdale, Kokomo, Ind.; Mal Thomson, Detroit, and George Whitaker, Atlanta.

—BREAD IS THE STAFF OF LIFE—

New Bakery Group Lists Events for Play Day Aug. 16

NEW YORK — The Metropolitan Bakery Production Club, Inc., has designated Aug. 16 as "Play Day" for its members and guests. On that day, the club will hold its annual outing at the Knollwood Country Club, Elmsford, N.Y.

A baseball game between bakers and allied trade representatives will be one of the features of the program. Festivities will begin early at 8:30 a.m. and will include golf, swimming and lounging chairs for those who just want to take it easy. Prizes will be given and the affair will include both luncheon and dinner.

Reservations are being requested in advance. Tickets are \$10.50 and for golfers \$14.50. Those who would like to use the swimming pool will be charged an additional \$1, except golfers who may use the pool free.

Charles E. Misch is chairman of the fun committee arranging the summer party.

—BREAD IS THE STAFF OF LIFE—

COMPLAINT FILED

PORTLAND, ORE. — Oregon's state department of agriculture, through its bakery inspector, Norman Vaughn, has filed a complaint against the Davidson Baking Co., Portland, charging the bakery with manufacturing bread for sale which did not meet the minimum weight requirements of Oregon's bakery law.

Retail Bakers

Turn to Self-Service

By EMMET J. HOFFMAN

American Baker Editorial Staff

Retail bakers are turning more and more to self-service principles.

The reason—in most cases—is one of competitive necessity.

Picture what most retail bakers have to face. There is the convenient and constantly growing super market way of shopping whereby the housewife simply picks up what she needs, including bread and other baked goods, in one trip. There are the prepared mixes for the housewife. There is the growing trend of buying frozen baked foods. Lastly, and certainly not least, is the ever-growing cost of labor and operations.

The retail baker, beset by these competing forces, has in some cases joined hands with one or more of these growing trends in an effort to stabilize his economic position.

Throughout the country there are retailers who have turned to self-service principles with significant success.

Some bakers are establishing self-service retail shops in super markets, while others are remaining in their own shops and utilizing self-service to increase sales and cut costs.

Others are trying intermediate self-service steps, such as pre-packaging some items for open display in their regular clerk service stores, or retaining regular clerk service and using a check-out counter.

The National Cash Register Co. recently concluded a nationwide survey of more than 200 retail bakery operations.

Retailer's Problems

According to Howard E. Miller of the company's market research department, traditional advantages enjoyed by the retail baker have been somewhat lessened by the development of new products and new methods of distribution.

"The housewife's preference for one-stop, self-service shopping is the Achilles' heel of the retail baker," Mr. Miller said. "Since 'brown-and-serve' items, prepared mixes and frozen finished goods are now on sale in food stores," he added, "today's housewife can, during one trip to the store, buy and put away for future use more baked goods than ever before."

Besides increasing competition, the survey shows there are three other pressing problems confronting the retail baker. They are: the challenge of serving customers quickly during rush periods; the difficulty in getting and retaining competent sales help, and the maintenance of profit margins in the face of high operating costs.

To meet these problems, Mr. Miller pointed out, retail bakers are stepping up modernization programs, merchandise promotion and advertising efforts and, in addition, are trying self-service principles as a sales stimulus and cost reducer.

25-60% Increase in Volume

In the successful self-service bakery shop studies, he noted, volume increased from 25% to more than

60%. These sales increases, Mr. Miller declared, can be attributed to the following:

1. The breaking of the rush-period service bottleneck, and
2. The rise in impulse buying which prevails in almost any self-service type of retailing.

The survey indicated that not all the problems connected with operating a bakery under self-service have been solved. Because of these problems, the trend to self-service by bakers, whether unit or multi-unit operators, is not as pronounced as in other lines of business.

However, Mr. Miller declared, "a clearly distinguishable trail to successful self-service has been blazed."

The Malberg History

L. P. Malberg, owner of Malberg's Bakery, Golden Valley, Minn., adopted the self-service method last fall. He tells how he became convinced that it was the thing to do.

"I had bought several thousand dollars worth of conventional display cases and equipment for regular clerk service. A few weeks before I was to open my shop in a leased portion of Jensen's Super Valu super market, I decided that if self-service works for groceries it must work also for retail bakery products. I sold my new equipment at a loss, installed open display shelves and heat sealing equipment for pre-packaging of all baked goods. I haven't been sorry. In fact, within a year I plan to greatly expand my operation."

Mr. Malberg's bakery is located in a Minneapolis suburb where, he estimates, three fourths of the homes have freezers. He states that "many housewives buy large orders for their freezers and find the pre-packaged, self-service items very convenient to place in their grocery cart, paying for it at the check-out counter, along with their groceries."

In addition to his own bakery's products, Mr. Malberg has available two other brands of bread supplied by Minneapolis wholesalers. However, he estimates that three fourths of the baked products sold are those baked by the four full-time and one part-time bakers in his shop.

Mr. Malberg has three full-time and one part-time women employees who are occupied mainly with pre-wrapping and keeping baked goods display shelves filled. They work day time hours only, except for one woman who works Friday evenings, the peak shopping evening during the week. The store is open every evening until 9 p.m.

20 Shoppers at One Time

"I have seen as many as 20 shoppers selecting and looking over the baked goods on the shelves. It would take half a dozen sales girls, a confusing number system and lots of patience to handle that many shoppers at one time. With self-service there is no problem."

"Pre-packaging is costlier but it is offset by the savings in labor," according to Mr. Malberg. "Further, the housewife likes self-service for bakery goods once she gets accustomed to it. I did have some custo-



SELF-SERVICE—Customers can browse around and pick up the cookies and cakes they like from the counter shown in the upper photo. It is one of two main self-service counters maintained by Malberg's Bakery, Golden Valley, Minn. In the center an employee of Malberg's is prepackaging bread in cellophane, using the heat sealer which can be seen in the center. In the bottom picture is Malberg's main shelf display, containing Danish pastries and bread.

mer resistance to it at first. But I know my customers are enthusiastic about it now."

"We get occasional remarks about the pleasant aroma which comes into the grocery store from the open area leading to the oven. Customers seem

to like that aroma," Mr. Malberg states.

The bakery proper is in full view of shoppers who can inspect the orderly and gleaming bakery at any time.

(Continued on page 45)

West Virginia Bakers' Group Reminded That "Profits Flow From the Consumer"

WHITE SULPHUR SPRINGS, W. VA.—Perfect weather prevailed for the 17th annual convention of the West Virginia Bakers Assn. held here at the Greenbrier Hotel July 17-20. A good turnout of bakers, allied tradesmen and their families enjoyed the "business and fun" sessions.

H. H. (Cris) Smallridge was elected president of the association, succeeding Paul Cole, Cole Bakeries. Mr. Smallridge is general manager of the Holsum Bakery Co., Charleston. James W. Wallace, manager of Wallace Bakery, Elkins, was named vice president. Harry G. Fretwell, manager, Cablish Baking Co., Charleston, was reelected treasurer; and Edward R. Johnson of Charleston was continued as the association's executive secretary.

The baker-allied business meeting, the only general business meeting of the convention, was streamlined into a two-hour meeting. Rex Paxton, director of public relations, Sutherland Paper Co., opened the session with a talk on "Packaging for Profit." Mr. Paxton reminded his audience that "all profits flow from the customer. One of the greatest forward steps the baking industry could make," the speaker emphasized, "would be to streamline and simplify their packaging techniques in keeping with current trends already adopted and practiced in many other industries, including many different food items."

Pointing out that consumers will spend an estimated \$65 billion for food during 1955, Mr. Paxton said: "We must create more wants for bakery goods. The population growth will benefit the baking industry only to the extent that this industry creates wants for its products dynamically and energetically."

Dr. L. A. Rumsey, head of baking science and management, Florida State University, discussed the question: "Who Is Teaching Your Employees?" (See page 49.) He said that "Managements in all industries have found out that 'bossism' can no longer be effective in this stage of our industrial development. You are no longer a boss—you can be only a teacher. Your classroom of tomorrow must be in the bakery establishment, or call it training if you wish, for education is a universal need of every one in your organization. It is necessary that we realize fully that need and the urgency answering it."

"It is a sad and disappointing fact," Dr. Rumsey said, "that the great ma-



WEST VIRGINIA WINNERS—Major golf trophy winners of the men's golf tournament at the West Virginia Bakers Assn. convention at the Greenbrier, White Sulphur Springs, W. Va., are shown here. From the left, Harry G. Fretwell, Cablish Baking Co., low score of member bakers; W. T. Mulroy, Flour Mills of America, Inc., runner-up in the allied division; Kermit Murphy, Mother Murphy's Laboratories, low score in the allied group; Kenneth Cole, Cole Baking Co., runner-up in member bakers' group; and John Greer, Kerns Bakery, Bristol, Va., low score for visiting bakers.

jority of our bakery employees, the hand workers and machine operators, do not or cannot respond to opportunities for the upgrading of their skills, but worse still, too few of them have the capacity to grow into supervisory personnel. The bakers of tomorrow need so much more basic knowledge and know-how that management sees the necessity of recruiting younger employees of demonstrated ability to learn and a zeal to develop their talents sufficiently to meet the new requirements of this fast growing technology and a modern kind of employee relations."

Mildred Arnold, field nutritionist for the American Institute of Baking, outlined her duties in getting the baking story to "opinion moulders." Miss Arnold pointed out what she recently had been doing in Virginia and West Virginia, talking with school nutritionists, newspaper food editors, and key personnel in TV and radio. The nutritionist used a flannel board and gave a dramatic demonstration of how she gets the nutritional story of white bread across to "opinion moulders" and the public.

Summing up the business meeting, W. H. Hagenmeyer, International Milling Co., gave a slide lecture on bulk flour handling, showing the most modern and efficient equipment for handling and storing flour. At the conclusion of his lecture, Mr. Hagenmeyer answered numerous questions asked by bakers.

Golf Winners

In the annual men's golf tournament, trophies were awarded to the following winners for lowest scores: Bakers, Harry G. Fretwell, Cablish Baking Co., and Kenneth Cole, Cole Baking Co., while John Greer of Kerns Bakery, Bristol, Va., was awarded the trophy for visiting bakers. In the allied division Kermit Murphy, Mother Murphy's Laboratories, won the trophy for the lowest score, followed by W. T. Mulroy, Flour Mills of America, Inc.

In the ladies putting contest, Mrs.

Joe Gish, Mrs. Willis Reed, and Miss Madeline Erickson were the top winners.

A major highlight of the banquet was a treat in magic by Barney Evers, president, American Bread Co., Nashville, Tenn.

Retiring president, Paul Cole, thanked the bakers warmly for their cooperation and help during the past year.

Robert Storck, after giving Mr. Smallridge a "cup" for his high golf score, awarded the "tough luck" golf trophy to Stanley Legg, manager, Griffin Pie Co., Bluefield.

The banquet was concluded with dancing in the ballroom and the Old White Club.

—BREAD IS THE STAFF OF LIFE—

Son of Continental Executive Is Killed

LOS ANGELES—The son of Roy Heinz, vice president and general manager of the Continental Baking Co., Los Angeles, was the victim of a holdup-murder for which a man, 23, and a boy, 16, are being held.

Frederic W. Heinz, 19, is said to have been shot when he opened the front door of the family home in Santa Monica in answering the doorbell. The older of the accused pair has admitted firing the shot which fatally wounded the younger Heinz when the latter tried to prevent the robbery.

—BREAD IS THE STAFF OF LIFE—

Public Exhibit Planned For Wisconsin Meeting

MILWAUKEE—A bakery products exhibit featuring breads of all nations will be open to the public during the Sept. 11-13 convention of the Wisconsin Bakers Assn., Inc.

The convention will be at the Plankinton House in Milwaukee. One of the highlights will be group attendance at Milwaukee-Philadelphia National League baseball game Sept. 11.

HE RATES A CAKE

QUANTICO, VA.—Defense Secretary Charles E. Wilson is holding up \$46,000,000 in extra Marine Corps funds but the Leathernecks indicated they harbor no ill feelings. They recently baked Mr. Wilson a giant birthday cake with 65 candles and provided him with an automatic wind machine—a hair dryer—to blow them out.

Mr. Wilson, who marked his birthday anniversary July 18, said "they didn't think I should take a deep breath" to blow out the candles. The secretary is nursing four cracked ribs as a result of an aquaplane accident on July 4.

Minnesota Bakers, Allies Mark 25th Year of Golf Event

MINNEAPOLIS—Four of the original founding members present 25 years ago returned to be honored Aug. 2 at the annual Minnesota Baker-Allied Golf Tournament and Play Day at the Golden Valley Golf Club, near Minneapolis.

Honored with gold cups for their 25 years of activity were J. T. McGlynn, McGlynn Bakeries, Minneapolis; Walter Lanpher, International Milling Co., Minneapolis; Forrest A. Nutting, Forrest A. Nutting Co., Stillwater, Minn., and J. M. Feist, Standard Brands, Inc., Minneapolis.

A total of 111 golfers and 216 dinner guests attended the popular affair. Top golf winners were John Ross, Storvik's Home Bakery, Minneapolis, low gross, and Herman Nestor, Egekvist Bakeries, Minneapolis, low net.

Edwin R. Booth, president, Regan Bros. Co., Minneapolis, was elected chairman of next year's Baker-Allied outing, succeeding C. V. Egekvist, executive vice president, Egekvist Bakeries, Inc., who was in charge of this year's event.

—BREAD IS THE STAFF OF LIFE—

Art Pion to Head California Allied Group

LOS ANGELES—Heading the Allied Trades of the Baking Industry of Southern California for the coming year will be Art Pion, Swift & Co., elected president.

Other officers elected were: Art Danzinger, Pillsbury Mills, Inc., first vice president; John Morris, Glaco Co., second vice president; Phil Seitz, secretary-treasurer.

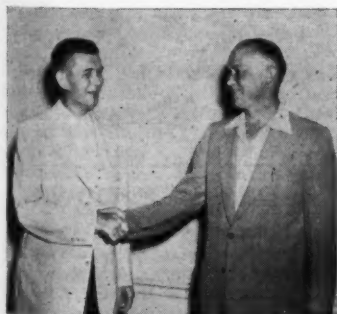
Directors elected were Jack McCarthy, Sugar Products; Clarence Brady, Bakers & Confectioners Supply Co.; Bruce Burns, Pillsbury Mills, Inc.; Joe Heydon, Standard Brands, Inc.; Ed Blesz, Durkee Famous Foods; Stan Summeril, Procter & Gamble.

Jay Thornton, Thornton's Bakery, Pasadena, president, Master Bakers Retail Association of Los Angeles County, gave outgoing president Jack McCarthy a plaque in recognition of his work during the past year.

—BREAD IS THE STAFF OF LIFE—

\$100,000 BAKERY

GRAND RAPIDS, MICH. — Polly Anna Pastry Kitchens, Grand Rapids, Mich., has started construction here of a \$100,000 bakery and office building on Michigan St. east of Fuller Ave., N.E. Menno Dittmar, owner and manager of the firm, expects the structure to be ready for occupancy by November.



CONGRATULATIONS—H. H. (Cris) Smallridge, left, new president of the West Virginia Bakers Assn., is being congratulated here by retiring president, Paul Cole. Mr. Smallridge is manager of the Holsum Bakery Co., Charleston, and Mr. Cole is general manager of Cole Bakeries, Bluefield.

Flour Market

Huge Flour Buying Completed

Buying of bakery flour exploded into the largest weekly volume in history the second week in July when all classes of bakers found the time right for contracting flour for the next several months. By far the largest amounts purchased were hard winters, with fairly heavy quantities of soft winters also bought by cracker and cookie bakers. Adding to the total, too, were fairly substantial amounts of spring wheat flour. However, the bulk of forward buying of springs is yet to come.

Close to 30 million sacks of hard winter wheat flour is now booked, enough to supply a large portion of the users of this type up to the end of the year. Some bakers have bought flour for delivery in the early months of 1956 as well. The heavy buying coincided with the peak arrivals of new crop wheat at Kansas City. The big buying wave was similar in several respects to the large concentrated purchases a year ago, although this year's round of buying was larger in volume than last year's round. Such widespread meshing of ideas on price between buyers and sellers never occurred before.

Prices Skid During Heavy Harvest Run

Wheat and flour prices moved sharply lower during July, reflecting primarily the lower level of price supports which went into effect at the start of the new crop year as well as the usual seasonal trend which accompanies the harvest. At Kansas City, prices firmed up moderately after the low point had been reached, and the difference between early July and early August prices was not as great as at Minneapolis, where the heaviest receipts are expected in late August. Standard grades of hard winter bakery flour were quoted in early August about 25¢ lower, while spring wheat standard patents were down 45¢ sack from early July. The reductions were possible despite a decline in millfeed prices ranging \$3@8 ton as wheat cost reductions more than offset this loss in by-product credits. A month-to-month comparison of wheat prices shows Minneapolis prices 16@38¢ lower and Kansas City 2½¢ higher in the lower protein range to 12½¢ lower on the top grades of wheat.

Heaviest Spring Buying Ahead

While spring wheat flour has been offered at a discount ranging 14@20¢ sack from current quotations for shipment after Sept. 15, bookings on this new crop basis had not been heavy by the first week in August. Bakers were still waiting for bottom-level prices to be reached, possibly later in the month or early in September. Some observers felt that spring wheat flour needs in the fall months could be filled from contracts made for winters. Mills that can ship both types in some cases offered buyers the option of designating delivery of springs at an agreed-upon differential. The relationship of flour prices between the two areas in future months will determine how much

Market
Editor



George L. Gates

of this switching will be profitable to the buyers.

Hot Weather Forces Crop Maturity

Recent hot weather has forced the spring wheat crop along, and while some damage or loss in test weight is anticipated, the crop in general promises to be large and of good quality, according to most recent crop observations. Most of the spring bread wheat appears to have escaped serious rust damage, although rust is prevalent in the area and attacking considerable acreage of durum wheat, used in making macaroni products. Combines have about completed harvesting in South Dakota, and a good start in North Dakota was expected in the first week of August. Unless conditions change very rapidly, plentiful supplies of spring wheat are in sight.

Crop Estimate Up From June Figure

The U.S. Department of Agriculture, in its July estimate of production, indicates a total wheat crop of 860 million bushels, some 15 million more than forecast in June. Spring wheat production prospects, according to USDA, are more favorable than in any of the past three years. The winter wheat forecast was increased 24 million while the spring wheat figure was reduced 9 million

from the earlier estimate. However, the outlook for spring wheat production is for a crop some 19 million more bushels than was harvested last year, when rust took a heavy toll.

Less Wheat Going Under Loan Shelter

With price supports lower this year, the market looked relatively more attractive to producers in the winter wheat belt. It was estimated by one grain firm that about 60% of the crop was being marketed during the harvest period, with 40% going into storage for loan or later marketing. This contrasts with the experience last summer, when about 30% went to market while 70% was put into government loan. Somewhat the same experience is reported in the early sections of the spring wheat area, and observers point out that supplies are likely to be less under the influence of the price support program this crop year than for some time. Too sharp a break in prices, however, would send more into the shelter of the loan umbrella.

Bakers of Carolinas Changes Meeting Site To Blowing Rock, N.C.

CHARLOTTE, N.C.—The 27th annual convention of the Bakers Association of the Carolinas will be held on June 18-20, 1956, at the Mayview Manor, Blowing Rock, N.C.

Voting by the membership indicated that 70% desired to change the convention headquarters to Blowing Rock for 1956 instead of Ocean Forest Hotel, Myrtle Beach, S.C., where the last eight conventions were held, according to Louise Skillman, secretary of the group.

Cochran Appointee

LOUISVILLE — Cochran Flour Co. has announced the appointment of Edward P. Ellington as southeastern district sales representative with headquarters in Atlanta.

Summary of Flour Quotations

July 30 flour quotations in sacks of 100 lb. All quotations on basis of carload lots, prompt delivery:

	Chicago	Mpls.	Kans. City	St. Louis	Buffalo
Spring top patent	6.50@6.75	6.50@6.75	6.50@6.75	6.50@6.75	6.50@6.75
Spring high gluten	6.90@7.01	6.90@7.01	6.90@7.01	6.90@7.01	6.90@7.01
Spring short	6.35@6.46	6.35@6.46	6.35@6.46	6.35@6.46	6.35@6.46
Spring standard	6.40@6.65	6.40@6.65	6.40@6.65	6.40@6.65	6.40@6.65
Spring straight	6.50@6.75	6.50@6.75	6.50@6.75	6.50@6.75	6.50@6.75
Spring first clear	5.70@6.35	5.85@6.29	5.85@6.29	5.85@6.29	5.85@6.29
Hard winter short	6.02@6.20	6.02@6.20	5.77@5.80	6.00@6.00	6.00@6.00
Hard winter standard	5.92@6.10	5.92@6.10	5.87@5.70	5.85@5.85	5.84@5.60
Hard winter first clear	5.40@5.70	5.40@5.70	4.60@5.35	5.10@5.10	6.24@6.24
Soft winter short patent	6.67@6.75	6.67@6.75	6.67@6.75	6.67@6.75	6.67@6.75
Soft winter standard	5.90@5.97	5.90@5.97	5.90@5.97	5.90@5.97	5.90@5.97
Soft winter straight	6.00@6.00	6.00@6.00	6.00@6.00	6.00@6.00	6.00@6.00
Soft winter first clear	4.10@4.12	3.83@3.85	3.83@3.85	4.48@4.48	4.70@4.80
Rye flour, white	3.35@3.37	3.08@3.10	3.08@3.10	3.08@3.10	3.95@4.05
Rye flour, dark	3.35@3.37	3.08@3.10	3.08@3.10	3.08@3.10	3.95@4.05
Spring high gluten	7.71@7.81	7.75@7.85	7.74@7.84	7.59@7.85	7.35@7.70
Spring short	7.10@7.25	7.15@7.25	7.19@7.29	7.02@7.23	7.00@7.25
Spring standard	7.06@7.16	7.10@7.20	7.09@7.19	6.92@7.13	6.75@7.10
Spring first clear	6.60@6.90	6.90@7.00	6.62@6.92	6.50@7.06	6.10@6.80
Hard winter short	6.54@6.64	6.55@6.65	6.52@6.62	6.36@6.58	6.00@6.10
Hard winter standard	6.34@6.44	6.30@6.40	6.32@6.42	6.16@6.38	5.85@6.00
Hard winter first clear	5.25@5.40	5.25@5.40	5.27@5.42	5.25@5.40	4.80@5.20
Soft winter short patent	5.25@5.40	5.25@5.40	5.27@5.42	5.25@5.40	4.80@5.20
Soft winter standard	4.50@4.65	4.55@4.65	4.55@4.65	4.45@4.55	4.30@4.50
Soft winter straight	4.50@4.65	4.55@4.65	4.55@4.65	4.45@4.55	4.30@4.50
Soft winter first clear	4.50@4.65	4.55@4.65	4.55@4.65	4.45@4.55	4.30@4.50
Rye flour, white	4.50@4.65	4.55@4.65	4.55@4.65	4.45@4.55	4.30@4.50
Rye flour, dark	4.50@4.65	4.55@4.65	4.55@4.65	4.45@4.55	4.30@4.50

*100-lb. papers. †Bakery wheat flour in 100-lb. papers.

Joins Bakers of America Program

CHICAGO—Charles R. McCartney has joined the staff of the Bakers of America Program, promotion division of the American Bakers Assn.

Mr. McCartney will act as advertising manager, directing industry and inter-industry activities in connection with national promotions sponsored by the program. He has served with Foote, Cone & Belding, Ruthrauff & Ryan and C. Franklin Brown advertising agencies and was director of marketing and merchandising for the Chicago Sun-Times.

Mr. McCartney replaces Joseph Bity who resigned recently to join the advertising staff of Parker Pen in Janesville, Wis.

Standard Brands' Sales, Profits Down

NEW YORK—Net profit of Standard Brands, Inc., and subsidiaries operating in the U.S. and Canada for the first six months of 1955 amounted to \$5,019,948, equivalent after preferred dividend requirements to \$1.43 per share, Joel S. Mitchell, president, announced. Net profit for the same six months of 1954 was \$6,014,101 or \$1.76 per share. An average of 3,248,286 shares of common stock was outstanding in the 1955 period and 3,194,291 in 1954.

Net sales of the company and subsidiaries operating in the U.S. and Canada totaled \$201,848,615 for the six months ended June 30, 1955, against \$211,184,820 for the like 1954 period.

For the second quarter of 1955 net profit was \$2,530,792 or \$.72 per share compared with \$2,753,737 or \$.80 a share in the second quarter of 1954.

The combined sales of unconsolidated subsidiaries operating outside the U.S. and Canada in the first six months of 1955, in terms of U.S. dollars, were \$11,351,356 and their combined net profit was \$665,169. Dividends received from such subsidiaries were equivalent to \$.10 per share during the first six months of 1955, compared to \$.09 during the corresponding period of 1954.

At a meeting of the board of directors of Standard Brands, a quarterly dividend of 50¢ per share was declared on the common stock, payable on Sept. 15, to stockholders of record on Aug. 15. A quarterly dividend of \$.875 per share on preferred stock was also declared payable Sept. 15 to stockholders of record Sept. 1.

NEW BROKER
SALT LAKE CITY—The R. E. Funsten Co. has announced a new broker for its products in Salt Lake City and eastern Idaho. The firm is John B. Smith Brokerage Co., 57 South Third St., West, Salt Lake City.

BAKERY SALES DOWN

WASHINGTON—May, 1955, sales of bakery products in retail establishments continued a decline which began at the first of the year, according to U.S. Department of Commerce figures. Dollar volume estimates were down 3% in May, 1955, compared with May, 1954. The total was at the same level as the April figure, however. Sales for the first five months of this year were 6% lower than for a similar period last year.

Mrs. America to Help Bakers Capitalize On 27th October Donut Month Promotion

Mrs. America's endorsement has been secured to help make the 27th annual Donut Month promotion a success this year.

First stages of planning the annual event in October are already completed and the nationwide campaign will again be led by the Bakers of America, the Coffee Institute, and the American Dairy Assn., in cooperation with the Doughnut Corporation of America.

The endorsement by Mrs. America will appear in ads and announcements prepared for newspapers, radio, posters and displays.

Bakers across the nation are invited to tie in their advertising and promotion of doughnuts during October and numerous helps and aids have been provided.

A good assortment of mats tells of Mrs. America's endorsement of doughnuts for her family and 1/2 and 1 min. spot announcements for radio also tell of Mrs. America's enthusiasm for doughnuts.

Available also are such promotion pieces as restaurant posters, 17x11 in. full color posters for windows, set-up counter displays, floor displays for mass displays in large food markets and shelf strips.

Bakers are invited to write to Doughnut Corporation of America, 45 West 36th St., New York 18, N.Y., in care of J. I. Sugerman, Advertising Manager, for complete details on tying in with the doughnut promotion. It is suggested that inquirers state whether they are retailers, house-to-house, wholesale or restaurant bakers.



ENDORSEMENT — Mrs. America will help Mr. Baker sell more doughnuts during October, leaders of the annual Donut Month promotion promise. Because Mrs. America typifies the representative American housewife, planner, shopper, mother and homemaker, she wields tremendous selling power. Backing up the Mrs. America endorsement will be a nationwide advertising and publicity campaign planned to excite the public to eat more doughnuts.

New York Bakers Club Enjoys Outing

ORADELL, N.J.—A sunny day full of activities featured the July 12 outdoor meeting of the New York Bakers Club, Inc., held through courtesy of Edward W. Schmitt, Corn Products Sales Co. Approximately 80 attended, with 65 participating in golfing.

A. C. Hislop, Fabron Products, won first prize in class A golf, and second prize was won by B. Rous, Federal Carton Corp., who emerged the winner after tying with F. Forbes, Frank Forbes Co.; F. Daniels, Lockwood Mfg. Co., and D. Buhrer, Clinton Foods, Inc.

First prize in class B was won by T. S. Vierow, Kotten Machine Co., Inc., with second prize going to Walter J. Stockman of R. F. Kilthau. Class C first prize was taken by W. E. Derrick of William E. Derrick Co., and H. J. Bradshaw, Land O'Lakes Creameries, Inc., copped second prize.

Mr. Buhrer won the kickers' prize after tying with M. F. Murphy, Ekco Products Co. R. A. Brown, guest of Mr. Derrick, won the guest prize, while the dinner prize was won by R. E. Walsh, National Yeast Corp. F. H. Longworth, Marathon Corp., was the lucky man in the golf clubs raffle.

Kenneth Goldman, National Yeast Corp., and Robert W. Wolfe, Durkee Famous Foods division of the Glidden

Co., were elected members, with C. W. Webster, Bakers Review, presenting their applications.

Mr. Stockman presided as chairman of the meeting in the absence of Arthur W. Drake, club president, with Frank A. Lyon, as secretary.

Another outdoor meeting was planned for Aug. 2 at the Winged Foot Golf Club, Mamaroneck, N.Y.

—BREAD IS THE STAFF OF LIFE—

Kroger Co. Sales Up

CINCINNATI—Sales of the Kroger Co. for the seventh four-week period ended July 16, totaled \$94,456,387, an increase of \$10,979,904 over sales of \$83,476,483 for the corresponding four-week period a year ago.

Cumulative sales for the first seven periods of 1955 totaled \$605,575,066, a \$17,647,257 increase over sales of \$587,927,809 for the same seven periods in 1954.

—BREAD IS THE STAFF OF LIFE—

GENERAL'S NET PROFIT UP

NEW YORK—George L. Morrison, president of General Baking Co., announced that the estimated net profit of the company for the 26-week period ended June 25, amounted to

\$668,368, equal to 21.30¢ a common share after meeting preferred dividend requirements. This compares with an estimated net profit for the corresponding period in 1954 of \$665,905 or 21.14¢ a common share.

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CONTEST WINNERS

Two employees of Toledo, Ohio, markets, winners in a coupon contest sponsored by Hekman Biscuit Co., were guests of Liberate recently. Miss Elsie Altelch of Bischoff's Super Market, and Mrs. Nettie Lumm of Schorling's, flew to Hollywood recently for a five-day trip as guests of the popular T-V pianist.



IOWA SERVICE—Shown above is the latest addition to the expanding fleet of bulk flour trucks with which International Milling Co., Minneapolis, is servicing the bakery trade from several key locations throughout the country. This new bulk truck unit, it was announced by International officials, will begin immediately to deliver bulk flour to bakers in the Davenport, Iowa, area. International is now delivering bulk flour in similar bulk trucks to bakers in Buffalo-Syracuse-Rochester, New York, and Detroit, Kansas City, and Minneapolis-St. Paul areas. Included in this picture are (left to right) Keith Gray, superintendent of Continental Baking Company's Davenport plant, Jack Westerfield, manager of Continental's Davenport plant, Paul Bartz, International's mill manager at Davenport, and Paul J. Olson, International's assistant mill manager.

SBA Presents ICC Evidence

ATLANTA — Representatives of the Southern Bakers Assn., Inc., appeared as witnesses during the recent week-long hearings in the grain rate case at Asheville, N.C.

Sanford V. Epps, president, Clausen Bakeries, Inc., and chairman of the SBA, and R. R. Richardson, an Atlanta lawyer, represented the SBA.

The SBA, since 1953, has been fighting to keep proposed increased freight rates on flour shipped from Oklahoma and southern Kansas from going into effect. SBA officials said that "we have been successful in preventing the increase, which would have amounted to 6 1/2¢ cwt. in Florida." The Interstate Commerce Commission had ordered the increase originally. The rate increase on all Oklahoma and Texas products would have been increased by 7¢ cwt.

The railroads will be allowed to put in additional evidence at a further hearing which will probably be held in Chicago, according to Ralph Ward, Columbia Baking Co., SBA president.

Mr. Richardson said he doubted whether a final order will be issued in this case before the winter of 1956. The present rates, not the increased rates prescribed in the ICC's order, will be in effect until the commission's next ruling.

—BREAD IS THE STAFF OF LIFE—

Ward Baking Net Sales, Income Down

NEW YORK — Net sales of the Ward Baking Co., New York, for the 28-week period ended July 9 were \$49,954,072, compared with \$50,021,885 for a 27-week period ended July 3, 1954, it was announced in the company's semi-annual report to stockholders.

Net income for the 28-week period this year was \$571,525, compared with \$799,969 last year.

Recent figures indicate a more favorable sales trend, said Faris R. Russell, chairman, in the report.

Earnings for the second quarter of 1955 were 48¢ per share as compared to 52¢ per share in the second quarter in 1954. The 1955 second quarter earnings represent a substantial improvement in current earnings over the 1955 first quarter earnings of 3¢ per share. For the first fiscal half-year in 1955 earnings on 785,220 shares of common stock outstanding as of July 9, 1955 were 51¢ per share as against 81¢ per share earned in the first fiscal half of 1954 on 782,273 shares of common stock outstanding as of July 3, 1954.

The report said that various factors, in addition to reduced sales volume, affected earnings. Higher unit costs of production resulted from formula changes and from somewhat higher costs of certain ingredients. Labor costs continued to rise as wage rates and other benefits were renegotiated. Intensified advertising and sales promotion activities necessitated expenditures for these purposes in excess of those for last year.

—BREAD IS THE STAFF OF LIFE—

DUNWOODY OPENS AUG. 29

MINNEAPOLIS—The fall session of the Dunwoody Institute School of Baking will open Aug. 29, according to A. J. Vander Voort, head of the school.

KIDS SWIPE, SPEND GOBS OF BAKER'S DOUGH

DAYTON, OHIO—Two teen-age girls and nine boys, including the son of the victim, made merry here for 10 days to the tune of \$18,000, part of \$82,000 stolen from Fred Frowein, a baker. Ten of the teenagers, including Mr. Frowein's 16-year-old son, Carl, were taken into police custody July 25. One of the youths involved was believed heading for California with \$32,000 of the loot still unaccounted for. Mr. Frowein, who is 45, had been accumulating savings for 17 years. He kept the money mostly in small bills, in three buckets intended for use in storing pie-filling because, he said, he remembered his family's disasters in the 1929 crash and had no confidence in banks.

New Jersey Group Slates Sept. 14 Meeting

PATERSON, N.J.—The North Jersey division of the New Jersey Bakers Board of Trade, Inc., has recessed activities during August. Likewise, no activities were held during July.

The first fall meeting is scheduled



Sept. 14 at Terribile's Restaurant in Lodi.

The year's final outing and dance was held by the group at Ernie Nees Valley Spring Lake, Riverdale. Bakers, allied trade representatives and their families enjoyed the day-long activities.

—BREAD IS THE STAFF OF LIFE—

Flier Son of General Mills Executive Killed

LAS VEGAS, NEVADA — The son of a General Mills, Inc., vice president was killed July 18 when his F86 Sabre Jet crashed into a mountainside near Las Vegas.

He was David F. Kennedy, 25, son of Mr. and Mrs. Gerald S. Kennedy, Minneapolis. An Air Force officer assigned to the instructors' school at Nellis Air Force Base near Las Vegas, Lt. Kennedy was killed when his plane crashed after making a firing pass at a gunnery range.

The young flier was unmarried. He graduated from St. Thomas Academy, St. Paul, Minn., in 1948 and Notre Dame University, South Bend, Ind., in 1952. He entered the Air Force in August, 1952, and was sent to Korea in the summer of 1953. Lt. Kennedy went to Nellis Air Force Base in June after service in Okinawa. He was on leave in Minneapolis during May.

Survivors besides his parents include two brothers, Paul and Thomas, and a sister, Kathleen, all of Minneapolis. The mother and sister are traveling in Europe.

BROADCAST SALUTES BAKERS

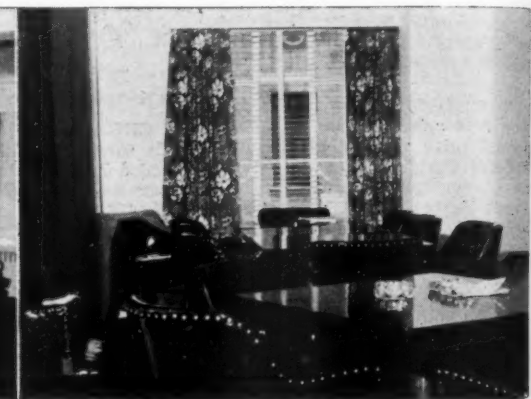
NEW YORK—Hailing them as one of the great unsung groups in the country today, announcer Mel Allen recently saluted America's vast army of bakers during the broadcast of a New York Yankee baseball game for Ballantine Breweries, Newark, N.J. Said the Yankee broadcaster: "Grandma will tell you what a chore it was to do all the baking for a large family. Now, all you have to do is go to the store for the finest bread, rolls and cakes in the world." He then added: "Many bakers work while we sleep to provide us with fresh baked goods every day. Advances in modern baking have done a lot to give our womenfolk more leisure time. So, join us, won't you, in saluting America's bakers?"



NEW LOOK—The new look in the New York Bakers Club is pictured above. Opening of the club's new quarters on the second floor of the Hotel Belmont Plaza, Lexington Ave. and 49th St., New York City, was announced July 15 by Frank A. Lyon, secretary. Mr. Lyon is shown seated at his desk in his new office. Marilyn Miller, assistant to the club's president, Arthur W. Drake, was on vacation at the time the photographer visited the new headquarters. Two views of the tastefully furnished air-conditioned lounge are seen in the second and third photographs. A baby grand piano and an attractive library arrangement are



features in the spacious and bright lounge. A part of the dining room, also air-conditioned, is shown in the last photograph. It is well lighted and pleasantly conservative. A cozy card room is located just off the dining room. The new headquarters occupy approximately 1,500 sq. ft. of space. The facilities include a soundproof telephone alcove, a new switchboard with seven telephones placed in convenient spots and intercom speakers in the dining room and lounge. One particular advantage of the location of the headquarters within the hotel is its adjacency to the Moderne Room, where the regular luncheon meetings are held.



Senate, House Have Varying Views On Revised Sugar Import Legislation

WASHINGTON—The Senate finance committee approved a new sugar quota bill with the approach of adjournment but final congressional approval was in doubt.

The Senate bill would affect sugar quota legislation for six years. It would also alter the House-passed bill that favors U.S. and Cuban producers.

The chairman of the House agriculture committee, Harold Cooley (D., N.C.), voiced his disapproval of the Senate bill and doubted that there will be any new sugar act legislation unless the Senate passed a bill closer to the one passed by the House.

The changes made in the bill by the finance committee brought it more in line with the administration's position, especially in its treatment of Cuba.

The law regulates U.S. sugar supplies through quotas designed to meet the country's annual needs. This year's quota is 8,200,000 tons. Most of this—about 5,400,000 tons—comes from the so-called domestic area of the U.S. mainland, Hawaii, Puerto Rico, the Virgin Islands and the Philippines. Cuba furnishes 96% of the difference between this 5,400,

000 tons and the yearly quota. Cuba also gets 96% of any future increase in U.S. sugar consumption and other foreign countries get the other 4%. U.S. growers get nothing.

1955 Quota Remains Same

Neither the House nor Senate bills would change the quota situation for 1955. The House voted a four-year extension of the basic legislation, which now runs through 1956 but the Senate committee voted to continue the program six years.

Under the Senate committee's bill, domestic growers of sugar would get 55% of any quota increase to meet the U.S. needs above 8,300,000 tons, starting in 1956. Foreign countries would get the other 45%. The House-passed bill calls for domestic growers to get only 50% of any increase over 8,350,000 tons.

The House bill would set up a complicated formula for distribution among foreign countries of the 45% of any increase they'd get to supply. The Senate committee rejected this formula. The effect of the change would be to give Cuba a 27% share of the total increase and other foreign producers the other 18%. This is less than the House bill provided.

W. O. Williams, Freund Sales Official, Dies

ST. LOUIS—W. O. Williams, 52, outstate sales manager for the Walter Freund Bread Co., St. Louis, died recently of a heart attack while on the witness stand in Scott County Circuit Court in Benton, Mo.

Mr. Williams was testifying in suit brought by his firm against a Sikeston, Mo., firm.

Mr. Williams' widow was in the courtroom when the attack occurred. Survivors include Mrs. Williams and four sons, Donald, Robert, Joseph and James.

Before joining the Freund company Mr. Williams had been division manager of the American Bakeries Co.

—BREAD IS THE STAFF OF LIFE—

Bread Promotion

Kleen Maid Baking Corp., of Utica, N.Y., is giving away an "official" Davy Crockett tent each week to promote the bread it merchandises in Davy Crockett wrappers.

Youngsters are instructed to write their names and addresses on wrappers and to deposit them in boxes set up for the purpose in food markets where the bread is sold. Prizes are distributed every Saturday.



WORKING FOR BAKERS—Telling the story of bakery foods and their nutritional values to key people in every community is a task which starts early and goes into the night, for the staff of seven field nutritionists of the Consumer Service Department of the American Institute of Baking. The women schedule themselves several weeks in advance and when they arrive in any given city, their days are organized in detail. They work with educators, home economists, nutritional leaders, school lunch directors; newspaper, radio and television editors; public health officials, nurses, and doctors. At the left Una Wood, AIB field nutritionist, starts a typical day's activities by telling Salt Lake City, Utah, homemakers the many ways bread can be used in the breakfast menu. Miss Wood was a featured guest on Margaret Master's program, "Margaret's Kitchen," over Station KSL. In the center

photo, future homemakers learn proper meal planning using the "Wheel of Good Eating," designed by the American Institute of Baking. Miss Wood explained to these members of a menu planning class at the University of Utah how to plan three balanced meals each day and emphasized that bread and bakery foods are a necessary part of each meal. The photo at the right proves that a demonstration is worth thousands of words, and a demonstration is the way to reach many people from many interested fields at the same time. Miss Wood presented a lecture-demonstration, "Cutting Cooking Capers," to an audience of 110 persons representing home economics teachers, Public Health Department personnel, health educators, and others. Miss Wood presented the demonstration in cooperation with the home service department of the Mountain Fuel Supply Co. in Salt Lake City.

Bakery Sanitarians Arrange Program for Sept. 29-30, Oct. 1

ATLANTIC CITY, N.J.—Louis A. King, Jr., program chairman for the fifth annual meeting of the National Association of Bakery Sanitarians at Atlantic City, N.J., on Sept. 29, 30 and Oct. 1, has announced that the highlight of the first morning's session of the meeting will be a panel discussion on the subject, "Sanitation's Everyday Problems."

Dr. W. Parker Pierce of the American Institute of Baking and president of the Metropolitan Section will be chairman of the session. Members of the panel are: A. W. Lord, Christie, Brown & Co., Ltd., Toronto; John J. Graham, Wagner Baking Corp., Brooklyn; Joseph I. Hackett, Drake Bakeries, Brooklyn; George Bassett, Charles Freihofer Baking Co., Inc., Albany, N.Y.; Roy Sutor, Van de Kamp's Holland Dutch Bakeries, Los Angeles, and Tony L. Williams, Hall Baking Co., Cleveland.

NET PROFIT DOWN

MONTREAL — General Bakeries, Ltd., reports consolidated net profit for the year ended April 6, 1955, was \$165,748, 43.4% lower than net of \$293,067 in previous fiscal year.

Competition increased during the year but the primary factor in the reduced profit was the labor difficulties in Vancouver, where six plants of the baking industry were closed

GHOSTLY PALL WAS ONLY FLOUR

YADKINVILLE, N.C.—A driver filled on the inside and covered on the outside was arrested here by a state highway patrolman who thought for a minute his violator had gone to his reward and left behind his ghost. Under the influence of strong spirits, the driver smashed up his car on the highway. A sack of flour in the car burst at the impact with the result that the intoxicated driver came out of the wreck white as a ghost.

for 14 weeks as a result of a strike, report chairman J. William Horsey and president Stephen R. Saxby.

—BREAD IS THE STAFF OF LIFE—

Rejoin Brolite Co.

CHICAGO—Two former employees have re-joined the Brolite Co. to serve as sales-service representatives, it was announced by W. E. Dawson, general sales manager.

Paul R. Hull, who formerly covered

the Ohio and Michigan territories, has returned after an absence of several years. He will serve bakers in Kentucky and Tennessee, making his home in Nashville.

Harry Hilenbrant, after several years in business for himself, has returned to the Brolite Co. to cover southern Indiana, southern Illinois and southern Missouri. He will head-quarter out of Springfield, Ill.

USDA Proposes New Grade Standards for Raisins

WASHINGTON—The U.S. Department of Agriculture has announced supplemental requirements to the USDA grade standards for processed raisins now in the process of revision.

The proposal covers requirements for the "layer (or cluster)" pack of Muscat raisins which is the style wherein the raisins have not been detached from the main bunch stem.

The proposed requirements for this pack are similar to those proposed for grade A (or fancy) and grade B (or choice) Muscat raisins, except for stems and capstems, size, and moisture. In the proposal, layer (or cluster) Muscat raisins of both these grades are limited to a maximum moisture content of 19%, and 30% or more of the raisins must be "3-crown" size or larger.



CONTINENTAL AWARD—The U.S. Treasury recently honored the Continental Baking Company's coast-to-coast radio panel program, "Make Up Your Mind," heard on CBS Mondays through Fridays at 11:30 a.m. The show, sponsored by Continental for Wonder Bread and Hostess Cup Cakes, receives a citation on the occasion of its 500th broadcast July 15, for "outstanding cooperation" in helping to promote savings bonds. On that date "Make Up Your Mind" reached the \$50,000 mark in awarding savings bonds to listeners and audience guests. Here William Richmond (right), director of banking for the U.S. Treasury Department's savings bond division, presents the citation to Arthur Henley, creator and producer of show. Jack Sterling (left), program's emcee, looks on.

Continental Baking Sales, Profit Higher

NEW YORK — The Continental Baking Co., New York, has announced that dollar sales during the second quarter of this year amounted to \$59,159,521, an increase of 14% in sales over the second quarter of the year 1954.

Net profit for the second quarter of 1955 was \$2,082,019, equal to 3.52% of net sales. This compares with 2.24% net profit margin during the same quarter of the preceding year.

The earnings on each share of common stock during the second quarter of 1955 amounted to \$1.74, as compared with 76¢ for the same quarter of 1954. For the first 26 weeks of 1955 the earnings on each share of common stock amounted to \$2.73, as against \$1.49 for the like period of 1954.

Continental's advertising program has been stepped up and during the first half of the year 1955 amounted to 2.92% of total net sales.

Net sales for the 26 weeks ended June 25 were \$113,323,852, compared with \$101,600,451 for a similar period in 1954. Net income for the 26-week period this year at \$3,495,591 compares with \$2,302,292 in 1954.

—BREAD IS THE STAFF OF LIFE—

Robert C. Graham Retires

ORLANDO, FLA. — Robert C. Graham, after serving 34 years with the Federal Bake Shops, has retired and is living at his home here. At the time of his retirement he was district manager of the Florida division. From 1929 until last year he was southeast division manager.

Mr. Graham started with Federal in 1921, after attending the U.S. Naval Academy and starring in football there.

A member of the board of governors of the Southern Bakers Assn. in 1946-47, Mr. Graham was one of the organizers and first president of the Florida State Bakers Assn. He is well known in trap shooting circles and has frequently placed high in national competition.

Formulas for Profit

Machine Cut Cookies Create Sales Appeal

HONEY JUMBLES (MACHINE)

Cream together:

12 oz. granulated sugar
12 oz. shortening

1 1/4 oz. salt

1/4 oz. soda

1 1/2 oz. ammonia

1/2 oz. cinnamon

Add gradually:

10 oz. whole eggs

Stir in:

8 lb. 8 oz. honey

Then mix in:

2 lb. 8 oz. water (variable)

Sift and mix in:

10 lb. flour

Deposit on lightly greased pans and bake at about 360° F.

Note: As soon as the jumbles are deposited on the pans, they may be dipped into chopped nuts, macaroon coconut, raisins or currants, etc.

SCOTCH OATMEAL COOKIES (MACHINE)

Cream together:

4 lb. 8 oz. granulated sugar
2 lb. shortening

2 lb. ground seeded raisins

2 1/2 oz. soda

1/4 oz. cinnamon

1/2 oz. nutmeg

1/4 oz. cloves

1 1/2 oz. salt

Add:

10 oz. whole eggs

Mix in:

1 lb. molasses

Add:

12 oz. water

Stir in:

1 lb. 12 oz. fine ground crumbs

Then add and mix in:

2 lb. fine ground oatmeal

8 oz. whole wheat flour

3 lb. 4 oz. pastry flour

Deposit on lightly greased pans. Wash with water and bake at about 350° F.

SPICE COOKIES (MACHINE)

Cream together:

3 lb. granulated sugar

2 lb. 8 oz. shortening

2 1/2 oz. salt

6 oz. soda

3 oz. cinnamon

1 oz. ginger

1 oz. allspice

1/2 oz. cloves

Add:

2 qt. molasses

Mix together and add:

7 lb. crumbs

2 qt. water

Then mix together, add and mix in:

10 lb. pastry flour

1 lb. granulated sugar

Deposit on lightly greased pans. Dip into granulated sugar and then bake at about 360-370° F.

CHOCOLATE COOKIES (MACHINE)

Cream together:

5 lb. 8 oz. granulated sugar

1 lb. shortening

1 1/4 oz. salt

3/4 oz. soda

Vanilla to suit

Add:

1 lb. eggs

Mix together and add:

2 lb. 8 oz. crumbs

2 lb. 8 oz. water



Sift together, add and mix in until smooth:

4 lb. 8 oz. bread flour

1/4 oz. cream of tartar

10 oz. cocoa

Deposit on lightly greased pans. Dip in coarse granulated sugar and bake at 375° F.

BELMONT COOKIES (MACHINE)

Cream together:

1 lb. 8 oz. sugar

1 lb. 4 oz. shortening

1 oz. salt

3 oz. soda

1 1/2 oz. cinnamon

1/4 oz. ginger

1/2 oz. allspice

1/4 oz. cloves

Add:

1 qt. molasses

Mix in:

3 lb. 8 oz. cake crumbs that have been soaked in 2 lb. water.

Sift and fold in:

5 lb. cake flour

Deposit on lightly greased pans. Dip into granulated sugar and then bake at about 360-370° F.

HONEY COOKIES

Mix together on medium speed for 2 min.:

7 lb. brown sugar

2 lb. granulated sugar

3 lb. shortening

4 oz. salt

6 1/2 oz. soda

1 1/4 oz. cinnamon

1 gal. honey

4 lb. milk

18 lb. 8 oz. pastry flour

Drop out on lightly greased pans. Bake at about 360 degrees F. By using steam in the oven, a nicer crack on top of the cookies will be produced. The cookies also will have somewhat greater spread.

MOLASSES COOKIES

Mix together on medium speed for 2 min.:

12 lb. granulated sugar

4 lb. shortening

8 oz. salt

6 oz. cinnamon

1 lb. soda

2 gal. good molasses

6 lb. water

36 lb. pastry flour

Drop on lightly greased pans. Wash with water or use some steam in the oven. Bake at about 380° F.

GINGER COOKIES (MACHINE)

Mix together on medium speed for 2 min.:

7 lb. 8 oz. granulated sugar

3 lb. shortening

3 oz. ginger

4 oz. soda

2 1/2 oz. salt

1 1/2 qt. molasses

2 lb. water

13 lb. pastry flour

Deposit on lightly greased pans. Bake at about 380° F. Use a little steam in the oven.

MOLASSES TAFFY COOKIES (MACHINE)

Mix together on medium speed for 2 min.:

4 lb. 4 oz. brown sugar

2 lb. 4 oz. shortening

1 lb. corn syrup

3 lb. molasses

2 lb. 4 oz. water

2 oz. soda

10 lb. pastry flour

2 1/2 oz. salt

3 lb. 8 oz. macaroon coconut

1/4 oz. cinnamon

Vanilla to suit

Deposit on lightly greased pans. Bake at about 380° F.

GINGER SNAPS

Mix together on medium speed for 2 min.:

13 lb. granulated sugar

6 lb. shortening

8 oz. ginger

8 oz. soda

6 oz. salt

1 gal. good molasses

4 lb. milk or water

24 lb. pastry flour

3 lb. yellow corn meal or whole wheat flour

Drop on lightly greased pans. Use a little steam in the oven and bake at about 375° F.

COCONUT SNAPS

Mix together on medium speed for 2 min.:

13 lb. granulated sugar

3 lb. 12 oz. shortening

5 oz. salt

12 oz. milk solids (nonfat)

2 1/2 oz. ammonia

2 1/2 oz. soda

2 lb. invert syrup or honey

3 lb. corn syrup

6 lb. water

20 lb. pastry flour

7 lb. macaroon coconut

Drop on lightly greased pans and bake at about 350-360° F.

VANILLA BARS

Mix together on medium speed for 2 min.:

20 lb. powdered sugar

10 lb. shortening

7 1/2 oz. salt

2 oz. soda

1 oz. cream of tartar

1 lb. 8 oz. milk solids (nonfat)

2 lb. whole eggs

13 lb. water

Vanilla to suit

30 lb. pastry flour

Deposit on lightly greased pans using a bar die. Bake at about 375° F.

Suggestions for Cookie Profits

Cookies are profitable bakery items and a prominent display of cookies is essential if the bakery is to do an outstanding merchandising job.

A cookie machine, whether power driven or hand operated, will help the baker solve the problem of high priced help. Available with these machines are dies that produce a variety of sizes and shapes. Cookies can be produced rapidly and in quantity. There is practically no problem of stales with cookies.

A variety of toppings, such as sugar, currants, raisins, chopped nuts, coconut, etc., may be used. These toppings add not only eye appeal but also flavor.

Among the following formulas it will be found that some of the cookies are made by the regular creaming method. However, it is not necessary to use this procedure. These formulas may be mixed by the single-stage method, should the baker desire to do so. No changes in the formulas are required. They can be mixed on medium speed for two minutes similar to the other formulas. This will save time and requires very little supervision.

Children are the greatest consumers of cookies. A cookie jar will be found in nearly every kitchen. This factor alone proves the popularity of the cookies. When youngsters come into the store, either alone or accompanied by their elders, a sample cookie will influence their sale.

An alert sales force can be a great influence in increasing sales. As a general rule, successful bakers are featuring cookies the year around. If you are not doing so now don't wait but help yourself to greater sales and profits.

WHOLE WHEAT OATMEAL COOKIES (MACHINE CUT)**Cream together:**

- 7 lb. 8 oz. light brown sugar
- 4 lb. butter
- 2 oz. soda
- 1 oz. cinnamon
- Vanilla to suit
- 1 lb. 8 oz. ground seeded raisins

Add gradually:

- 1 lb. 4 oz. whole eggs

Stir in:

- $\frac{1}{2}$ pt. invert syrup
- $\frac{1}{2}$ pt. honey

Mix together and add, mix until smooth:

- 3 lb. whole wheat flour
- 3 lb. fine cut oatmeal
- 4 lb. 8 oz. cake flour
- 1 oz. baking powder
- 1 oz. cream of tartar

Drop out on lightly greased and dusted pans. Bake at about 325-340° F.

Note: These cookies should be watched closely during baking.

WHOLE WHEAT COOKIES (MACHINE)**Mix together on medium speed for 2 min.:**

- 6 lb. granulated sugar
- 4 lb. shortening
- $2\frac{1}{2}$ oz. salt
- 2 oz. soda
- 1 lb. 8 oz. whole eggs
- 2 lb. molasses
- 3 lb. milk
- 2 lb. potato flour
- 4 lb. whole wheat flour
- 4 lb. pastry flour
- Vanilla to suit
- $\frac{1}{2}$ oz. cinnamon

Deposit on lightly greased pans. Bake at about 380° F.

SCOTCH COOKIES (MACHINE)**Mix together on medium speed for 2 min.:**

- 21 lb. granulated sugar
- 8 lb. shortening
- $4\frac{1}{2}$ oz. ammonia
- 9 oz. soda
- 7 oz. salt
- 1 oz. cinnamon
- $\frac{3}{4}$ oz. cloves
- $\frac{1}{4}$ oz. mace
- 4 lb. whole eggs
- 2 qt. molasses
- 4 lb. milk
- 30 lb. pastry flour

Drop on lightly greased pans. Wash with water or use some steam in the oven. Bake at about 380° F.

PEANUT BUTTER COOKIES**Mix together on medium speed for 2 min.:**

- 22 lb. brown sugar
- 9 lb. 8 oz. shortening
- 8 oz. milk solids (nonfat)
- $7\frac{1}{2}$ oz. soda
- 4 oz. salt
- Vanilla to suit
- 10 lb. peanut butter
- 3 lb. 8 oz. whole eggs
- 5 lb. water
- 20 lb. pastry flour

Drop on lightly greased pans and bake at about 360° F.

JUMBLES**Mix together on medium speed for 2 min.:**

- 18 lb. granulated sugar
- 6 lb. shortening
- 4 oz. soda
- 6 oz. salt
- 3 oz. ammonia
- Vanilla or lemon flavor to suit
- 2 lb. 8 oz. whole eggs
- 8 lb. milk
- 25 lb. pastry flour

Drop on lightly greased pans, using a jumble die. Bake at about 400° F.

Note: These cookies may be dipped

in granulated sugar, coconut, raisins, currants, etc., before baking, if desired.

VANILLA WAFERS (HIGH GRADE)**Mix together on medium speed for 2 min.:**

- 10 lb. powdered sugar
- 4 lb. butter
- 4 lb. shortening
- $\frac{1}{2}$ oz. salt
- Vanilla to suit
- 5 lb. 8 oz. whole eggs
- 10 lb. pastry flour

Drop on lightly greased pans and bake at 380-390° F.

LEMON WAFERS**Mix together on medium speed for 2 min.:**

- 13 lb. granulated sugar
- 6 lb. shortening
- 4 oz. salt
- Lemon flavor to suit
- 2 lb. whole eggs
- 4 lb. milk
- 16 lb. pastry flour
- 8 oz. baking powder

Deposit on lightly greased pans and bake at about 380° F.

BUTTERSCOTCH COOKIES**Mix together on medium speed for 2 min.:**

- 20 lb. brown sugar
- 14 lb. shortening
- 10 oz. soda
- 5 oz. salt
- $\frac{1}{2}$ oz. mace
- Vanilla to suit
- 4 lb. whole eggs
- 4 lb. milk
- 28 lb. pastry flour

Drop out on lightly greased pans. Bake at about 360 degrees F.

Note: The addition of a little butter flavor, if permissible, will improve the eating quality of these cookies.

RICH SUGAR COOKIES**Mix together on medium speed for 2 min.:**

- 5 lb. granulated sugar
- 5 lb. shortening
- 2 oz. salt
- 2 lb. 4 oz. whole eggs
- $\frac{1}{4}$ oz. nutmeg
- Vanilla to suit
- 2 oz. water
- $\frac{1}{2}$ oz. soda
- 8 lb. pastry flour

Deposit on lightly greased pans. Bake at 380° F.

Note: These cookies may be dipped in granulated sugar, coconut, raisins, currants, etc., before baking, if desired.



A. J. Vander Voort

A. J. Vander Voort

... technical editor, author of this monthly formula feature and conductor of the Bake Shop Trouble Shooter (see page 41) and the Do You Know feature (see page 20), is head of the School of Baking, Dunwoody Industrial Institute, Minneapolis.

SUGAR COOKIES (MACHINE)**Mix together on medium speed for 2 min.:**

- 16 lb. granulated sugar
- 5 lb. shortening
- 4 oz. ammonia
- $2\frac{1}{2}$ oz. soda
- 5 oz. salt
- Vanilla or lemon to suit
- 2 lb. whole eggs
- 6 lb. milk
- 24 lb. pastry flour

Drop on lightly greased pans. Dip in granulated sugar and bake at about 410-420° F.

HARVEST COOKIES**Mix together on medium speed for 2 min.:**

- 5 lb. brown sugar
- 2 lb. shortening
- 2 lb. canned pumpkin
- 1 lb. 2 oz. milk
- 2 oz. soda
- $1\frac{1}{2}$ oz. salt
- $\frac{1}{2}$ oz. cinnamon
- $\frac{1}{4}$ oz. ginger
- $\frac{1}{4}$ oz. allspice
- 1 lb. 4 oz. fine chopped nuts
- 5 lb. pastry flour
- Vanilla to suit

Deposit on lightly greased pans. Bake at about 380° F.

LEMON RAISIN CRISPS**Mix together on medium speed for 2 min.:**

- 10 lb. granulated sugar
- 8 oz. milk solids (nonfat)
- 5 lb. shortening
- $3\frac{1}{2}$ oz. salt
- 2 lb. 12 oz. egg yolks
- $2\frac{1}{2}$ oz. ammonia
- 2 lb. water
- 13 lb. 8 oz. pastry flour
- Lemon flavor to suit

Deposit on lightly greased pans. Place a large seeded raisin in the center of each cookie. Then bake at about 400° F. If desired a small amount of steam may be used in the oven to give somewhat more spread.

BUTTER COOKIES**Mix together on medium speed for 2 min.:**

- 5 lb. powdered sugar
- 5 lb. shortening
- 3 lb. butter
- 3 oz. salt
- 10 oz. milk solids (nonfat)
- 2 lb. whole eggs
- 2 lb. water
- 14 lb. pastry flour
- Vanilla flavor to suit

Deposit on lightly greased pans and bake at about 380° F.



John A. Maas

Seymour Names Bakery Division Sales Chief

TOPEKA, KANSAS—The appointment of John A. Maas as sales manager of a newly created bakery division of Seymour Foods, Inc., Topeka, Kansas, has been announced by the company's general sales manager, James T. Schmuck.

The 54-year-old firm until recently was operated as the Seymour Packing Co.

Mr. Maas has been associated with the baking industry since the 20's.

For the most of the past 10 months Mr. Maas has worked with Seymour's new-product research team, Dr. A. C. Keith, James M. Gorman and Thurlow R. West, in the company's Topeka bake shop and laboratory.

In announcing the Maas appointment Mr. Schmuck said, "For the past five years our laboratory has been engaged in perfecting a new line of egg products designed primarily for the cake baking trade."

Mr. Schmuck stated that during the last several months of Mr. Maas' work, he divided his attention between the laboratory and large cake bakers. In these shops Mr. Maas put into practical use the production formulas developed in laboratory and test kitchen work.



DO YOU KNOW . . . ?



Here's your chance to test your knowledge on a variety of subjects concerned with the baking industry. There are no encyclopedias for the bright boys, nor dunce caps either. When you have ticked off your answers, marking each statement TRUE or FALSE, turn to page 39 for a check against the correct statements. Each correct answer counts five points. A score of 70 is passing, 80 good, 90 very good.

1. When cookies dry out fast and become hard in a few days, it is a good idea to replace part of the sugar with invert syrup in order to decrease this tendency.

2. Up to 4 oz. of water to each quart of egg whites is sometimes used in making angel food cakes.

3. Pie fruits cooled in a vacuum cooler do not lose any flavor when subjected to this procedure.

4. American rye bread contains a greater amount of rye flour than Russian rye bread.

5. The pH of a good cake flour will run from 6 to 6.2.

6. When replacing 4 lb. sugar in a bread dough with honey, it is necessary to use 5 lb. honey in order to obtain the same sweetness.

7. Soda bicarbonate has both a raising and spreading action in cookies.

8. In order to decrease trouble with mold in sliced bread, the blades on the slicing machine should be washed frequently with sodium hypochlorite solution.

9. Both soda bicarbonate and baking powder are used as leavening agents in making devil's food cakes.

10. A stiff batter will cause cream puffs to have hollow bottoms.

11. The marshmallow made by biscuit and cracker bakers contains about 4% gelatine based on the total weight of the formula.

12. Kettle rendered lard is made by mixing in various amounts hashed leaf fat or leaf fat and back fat into an open steam jacketed kettle and cooking the fat out of the cracklings.

13. Salt rising bread should be proofed at a lower temperature than white bread.

14. Brown sugar which has become hard and dry can be softened by placing it in a metal container and placing a damp cloth over the sugar before closing the container tightly.

15. Some cookie plants make their ginger snaps and spice cookie doughs a day ahead before running them through the machine because they are then easier to handle.

16. Using a weak flour when making puff paste products causes them to shrink excessively during baking.

17. When making pineapple upside down cakes, it is best to use water packed sliced pineapple as sticking to the pans will be decreased.

18. Washing the top crusts of pies with a rich egg wash will produce a more tender crust.

19. Colored gum drops are sometimes used in making fruit cakes as

they will add color to the fruit mixture.

20. A good grade of whole wheat flour contains a greater percentage of protein than a good short patent flour.

Virginia Convention Registrations Arriving

RICHMOND, VA.—Early registrations for the fall meeting and conference of the Virginia Bakers Council, Inc., to be held at Natural Bridge, Va., Sept. 11-13, are already coming in, according to Harold K. Wilder, executive secretary of the group.

Early registrations are advised, states Mr. Wilder, to secure desired accommodations.

The Virginia group conducted a booth at the recent Virginia Pharmaceutical Association's convention and most of the druggists who attended the meeting visited the booth. Suggestions for more profitable use of bread at drugstore food counters were presented and it is planned to follow up by presenting a copy of the handbook, "Modern Sandwich Methods," to the state's 800 druggists.

"Loss Leader" Law Passed In Texas, Court Test Seen

AUSTIN, TEXAS — Gov. Shivers has signed into Texas law, effective Sept. 6, a bill to prohibit grocers from limiting quantities when they advertise goods for sale below cost.

The measure was sponsored by independent grocers in an effort to halt

"loss leader" sales by chain store competitors.

The governor said he was following the advice of state attorney general John B. Shepperd, who said the bill was of questionable validity but should be left for a court decision. Both sponsors and opponents had filed legal briefs with Mr. Shepperd.

—BREAD IS THE STAFF OF LIFE—

General Foods Corp. Reorganizes Divisions

WHITE PLAINS, N.Y.—Sales operations for several of General Foods Corporation's operating divisions have been reorganized, the company has announced.

Staff and field sales personnel of General Foods' disbanded sales division were reassigned to two newly-created and separate sales units, the Baker-Gaines sales division and the Jell-O sales division. The company will now have five grocery sales forces, each with its own headquarters, supervisory personnel and field salesmen. Other sales departments previously established are for the Post Cereals, Birds Eye and Maxwell House divisions.

The Baker-Gaines sales division will handle products of the company's Walter Baker, Franklin Baker and Gaines divisions. The Jell-O division sales force will concentrate on Minute, Calumet, Certo, Sure-Jell, D-Zerta, Swans Down and Jell-O products. The Jell-O division is a new designation for the former associated products division.

C. A. Kolb has been named national sales manager of the Jell-O division and Harold J. Colclough was appointed national sales manager of the Baker-Gaines Sales Division.

—BREAD IS THE STAFF OF LIFE—

NEW SPAULDING PRESIDENT

NEW YORK—Bernard S. Budny, New York, has taken over the presidency of Spaulding Bakeries, Binghamton, N.Y. He succeeds Renna Z. Spaulding, who founded the business in 1896, and had been its head since then.



A. L. Powell

PROMOTED—A. L. Powell recently was named director of public relations for Pillsbury Mills, Minneapolis, following the resignation of Ward B. Stevenson. After newspaper and governmental work in his native Australia, Mr. Powell joined Pillsbury six years ago and became assistant public relations director last February.

5 New York Bakeries, Union Conclude Contract

NEW YORK—Increased wages, a pension fund and liberalization of vacation policies were provisions of a new contract negotiated recently by the Bakery and Confectionery Workers Union and five major bakeries here forming the New York City Bakery Employers Labor Council.

The new contract took effect on July 1, but is retroactive to May 1. The pact will be in effect to April 30, 1960, and may be reopened by either party prior to May 1, 1958, after 90 days' notice.

Mixers and ovenmen will receive a general 5¢ hourly increase.

The pension fund will become effective November 1, 1956, and will be jointly administered. Employer contributions will start at \$2 a week for full-time workers, and this amount will be boosted to \$5 on May 1, 1957.

Employees with eight years or more of service in 1955 will receive three-week vacations. The service requirement will be lowered in 1956 so that employees with five years or more of service will be eligible for the three-week vacations.

The provisions also allow three consecutive calendar days' leave with pay for employees attending funerals of close relatives.

—BREAD IS THE STAFF OF LIFE—

Symposium Slated For Boston Oct. 19-21

BOSTON—A symposium on applications of radioactivity in the food and food processing industries has been scheduled for Oct. 19-21 at the Sheraton Plaza Hotel, Boston.

Primary objective of the symposium will be to acquaint members of the industries with past uses, and possible future applications, of radioisotopes in research, development and process control.



BREAD BASKET—J. T. Cusack, vice president of Central Waxed Paper, Chicago, peers at the contents of a unique bread basket during the summer convention of the Waxed Paper Institute held recently at Manor Richelieu, Murray Bay, Quebec, Canada. At the left is Laurence Herman, executive director of the Waxed Paper Institute. The waitress holding the useful attraction is in French costume.

PASTRY KITCHEN

WASHINGTON — Army bakeries are going to be called kitchens hereafter, but it took a six-page order from the Secretary of the Army to make the change. The order says the facility "previously designated 'central pastry bakery' is redesignated 'central pastry kitchen'."

...for better baking qualities
...for greater sales appeal...

Fleischmann's *Frozen* eggs

No matter what you want in frozen eggs, Fleischmann's quick-frozen, high-quality egg products have it!

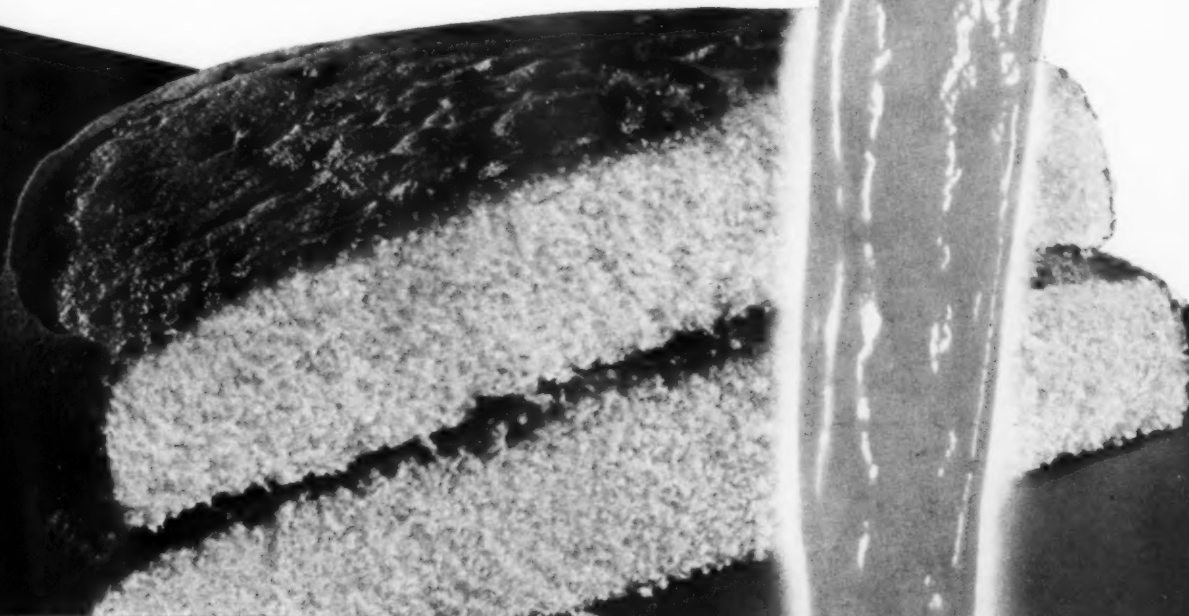
Want better baking qualities?

FLEISCHMANN'S FROZEN EGGS give you excellent leavening action plus greater volume, better texture and richer color.

Want greater sales appeal in your finished products?

FLEISCHMANN'S FROZEN EGGS give you more appetizing appearance, more delicious flavor and better eating qualities.

It all adds up to more *repeat* sales!



... and you get these 3
additional Fleischmann services

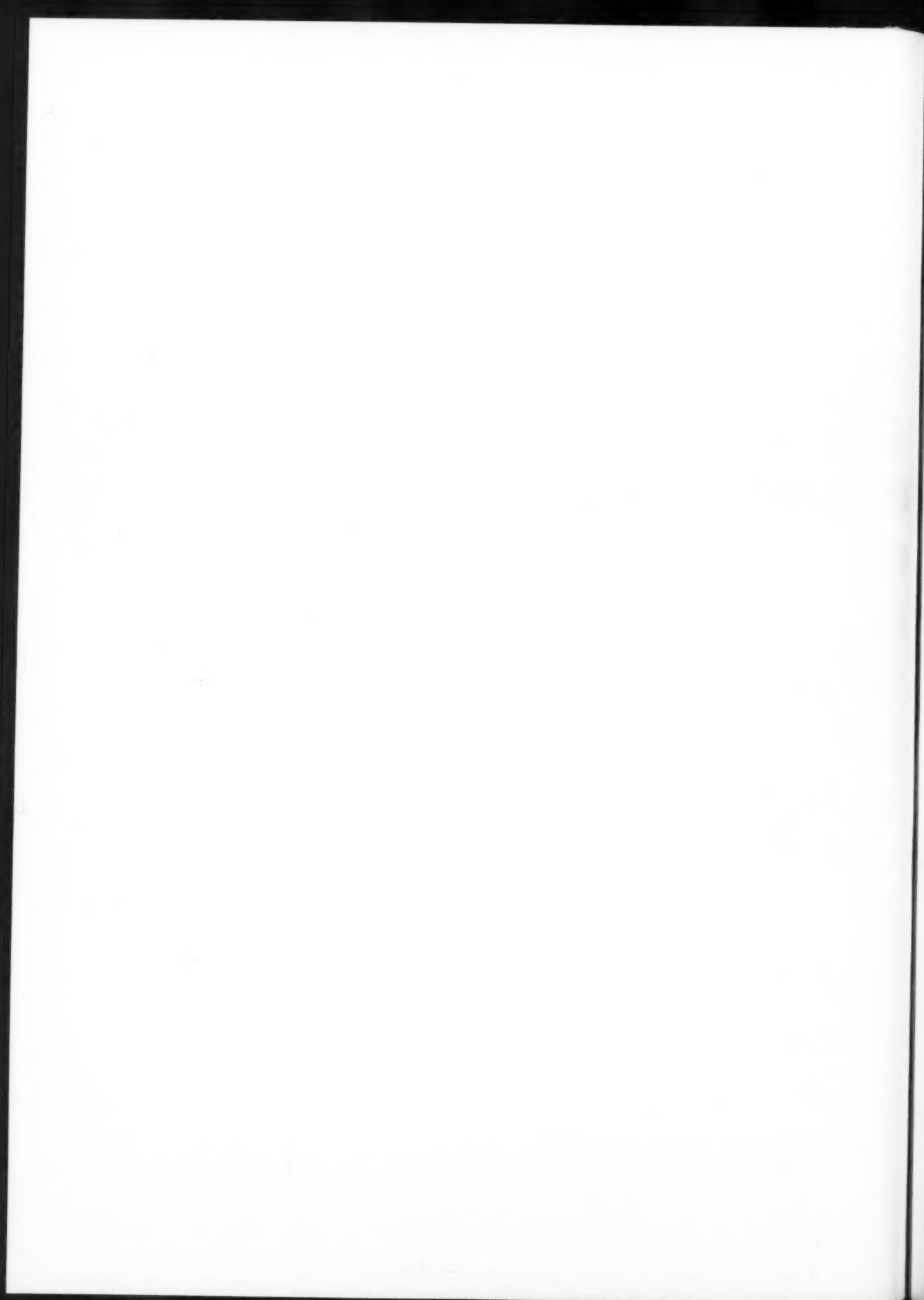
1. New formulas
2. Scientific help when you need it
3. Merchandising aids

FLEISCHMANN'S *Frozen* EGGS

Bakery-proved for Baking qualities

... in the Fleischmann Laboratories





XXXX

Pillsbury

***your baking
partner***

Pillsbury Mills, Inc., Minneapolis, Minn.

***Suppliers of a Complete Line of Bakery Flours
and Mixes to the Baking Industry***

Be Proud of Your Job,
as We Are of Ours, for

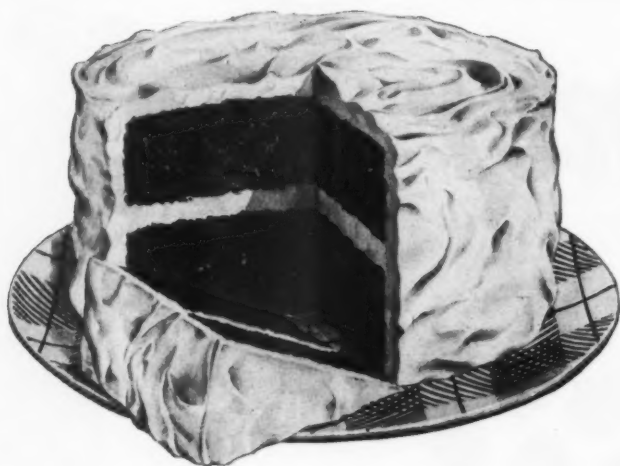
**"Bread is the
Staff of Life"**



GIBRALTAR
Flour

KANSAS BEST
Flour

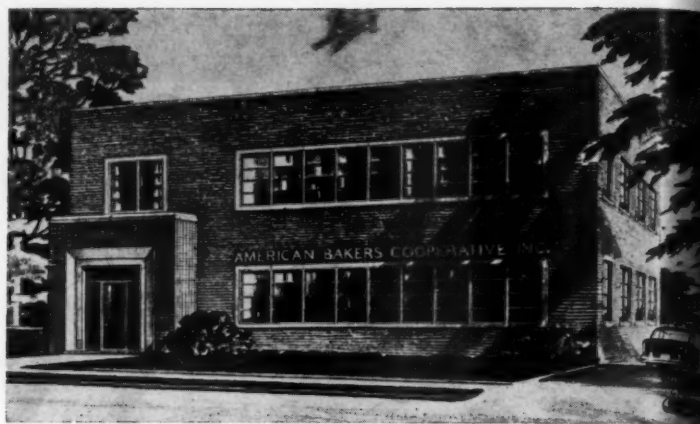
The Consolidated Flour Mills Co.
"In the Heart of Kansas"
Wichita, Kansas



Masterpieces

are produced by the cake baker only when the soft wheat flour is top quality, uniformly milled to exacting specifications. Flour Mills of America mills such flour only after exhaustive pre-testing!

flour mills of America, Inc.
KANSAS CITY • ST. LOUIS • ALVA • ROSEDALE



American Bakers Cooperative's Proposed New Building

American Bakers Cooperative Builds New Office Building

TEANECK, N.J.—The American Bakers Cooperative, Inc., with offices at 731 Teaneck Road, Teaneck, N.J., has started the erection of its new building adjacent to the present building.

The modern structure will be constructed of brick and will contain three floors for office use. It will be 60 x 60 ft. with approximately 11,000 sq. ft. of space. The structure will be fully air-conditioned and designed for maximum efficiency.

The American Bakers Cooperative, Inc., which was launched in 1949, has a membership of 60 independent bakeries throughout the country.

Services and facilities consist of a

centralized purchasing department, accounting and cost control service, technical production and product control with laboratory facilities and engineering service. Its merchandising department recently launched a national program featuring Bunny Bread.

Officers of the cooperative are C. W. Swanson, president, Worcester (Mass.) Baking Co., president; William D. McIntyre, president, Tender Krust Baking Co., Eau Claire, Wis., vice president; R. W. Payette, president, Girard Baking Co., Burlington, Vt., treasurer, and John E. Lange, general manager and executive secretary of the cooperative.

After all!

**"THERE IS NO
SUBSTITUTE
FOR QUALITY"**

WINGOLD

Ry-Do

DARK OR LIGHT

A scientific blend from selected streams
of Spring Wheat and Rye Flours.

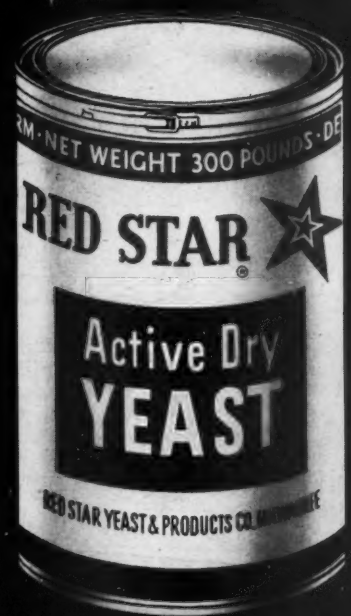
PRODUCES A LOAF FULL OF RICH RYE FLAVOR

Samples Furnished Upon Request

BAY STATE MILLING Co.

WINONA, MINNESOTA • LEAVENWORTH, KANSAS
HARD SPRING AND HARD WINTER WHEAT FLOURS
"WINGOLD" RYE FLOURS

Jim
Let's settle it—
get the facts
from Red Star
and run it.
Joe



RED STAR YEAST & PRODUCTS COMPANY, MILWAUKEE

Ring the Baker's Doorbell

The New Paradise Pastry Shop has opened at 6 E. Lake St., Minneapolis.

The Superior Baking Co., Portland, Ore., has moved its warehousing to a new location in that city. Local baking operations were suspended when its plant gave way to the Banfield expressway. Manufacturing now will

be done entirely in the Superior's plant at Seattle, Wash. Harold Sappenfield, who is secretary of the company, will remain in Portland as manager of distribution.

Thirteen drivers of Eddy Bakery trucks in Butte, Mont., were given safe driving awards for driving 356,-

020 miles without an accident during the year.

A bakery and catering service will be located at 9818 Nicollet Ave., Minneapolis.

A new bakery has been opened in

Crookston, Minn., by Earl Lucht, formerly of Lisbon, N.D. The bakery has a lunch counter and employs five girls.

Awards for safe driving for a 12-month period have been given to 20 salesmen and truck drivers by Sweetheart Bakeries, Minot, N.D.

Leroy Kramer, former Stewartville, Minn., baker, has purchased the Farmington, Minn., bakery and will operate it under the name Kramer's Bakery.

A bread and bun moulder machine has been installed at the Home Bakery in Buffalo Lake, Minn.

Fire recently did about \$25,000 damage to Carroll's Bakery, Sheldon, Iowa.

Mr. and Mrs. Osman Abraham, Minot, N.D., have purchased the Home Bakery in Mohall, N.D., from Mr. and Mrs. Iver Johnson.

Mr. and Mrs. Cleon Wilson, formerly of Hettinger, N.D., are now operating a bakery in Loveland, Colo.

The Forest Lake (Minn.) Bakery has been sold by George Koester, Sr., to Mr. and Mrs. Donald Gronewald, Rochester, Minn.

A Spudnut Donut shop will be set up in Marshall, Minn., soon by the Spudnut Donut Co. of Pipestone, Minn.

Jewell's Bake Shop, Adel, Iowa, has been closed, and the owners, Mr. and Mrs. Jewell Chance, are making plans to leave for California.

The Glasgow (Mont.) Bakery has been sold by Marvin Draxton to Jerry Felger, a former resident of St. Paul, Minn., and for five years a representative for Federal Bakeshops in the Midwest.

A grand opening marked the completion of remodeling of the Truman (Minn.) Bakery. Howard Jeffrey owns the business.

John E. Gibson, 67, a former recording secretary of the Bread Drivers Union in St. Louis, Mo., died recently at his home in Sullivan, Mo.

Forest E. Martin has been appointed operating superintendent of the A. & P. Food Stores Bakery at Pittsburgh, Pa., succeeding Gerald Starkey, who has been transferred to the firm's bakery in Toronto, Canada. Mr. Martin held a similar position in



Bake your cakes **EASIER...**
sell them **FASTER...** with
MULTIPLE-ACTING

FLEISCHMANN'S BAKING POWDER

The famous multiple leavening action of Fleischmann's Baking Powder helps you make cakes of excellent volume with fine grain and texture. This means better eating qualities... faster selling.

This is the way multiple action Fleischmann's Baking Powder works:

DURING MIXING—just sufficient gas is released to make free-flowing, easy-to-handle batters.

ON THE BENCH—After mixing, batters containing Fleischmann's Baking Powder remain almost inactive for several hours at room temperature. This means you can prepare batter to full mixer capacity even if your oven cannot handle this amount at one baking.

DURING THE BAKING PROCESS—Gas is produced at a steady regulated speed throughout the entire batter.

...and you get these 3 additional Fleischmann services

1. New formulas
2. Scientific help when you need it
3. Merchandising aids



Bakery-Proved for Baking Qualities
... in The Fleischmann Laboratories



BROKERS & DISTRIBUTORS
WANTED FOR
NAPPANEE QUALITY
CORN MEAL
NAPPANEE MILLING CO.
NAPPANEE, IND.

BLAIR'S
THE BLAIR MILLING & ELEVATOR CO.
ATCHISON, KANSAS



L. Paul Norbert

NEW DIVISION—Harold W. Shannon, sales manager of the H. C. Brill Co., recently announced the formation of a southern division with the appointment of L. Paul Norbert as division manager, headquarters in Greensboro, N.C. The division will include North and South Carolina, Georgia, Florida, Alabama, Tennessee, Mississippi, West Virginia and southwestern Virginia. Aubrey C. Draper, former production manager of Setzer's Bakery, Jacksonville, Fla., has been added to the sales service staff, covering Florida, Georgia, Alabama and Mississippi.

Cleveland, Ohio. He will be assisted by Maurice B. Preuks, promoted from senior supervisor.

Lindy's Bakery is a new Pittsburgh, Pa., bakery located at 213 Atwood St. Bill Heller and R. Abelson are the owners.

The Hamilton Bakery at Ogden, Iowa, has been purchased from Walter Hamilton by James W. Strayer, formerly of Leah's Bakery, West Bend, Iowa.

C. K. Davis, Webster City, Iowa, has changed the name of his bakery from Estensen's Bakery to Davis Bakery.

Ralph's Better Pastries, Anadarko, Okla., recently installed new equipment.

The former Neilsen Pastry Shop at

Quality Millers Since 1879
BUFFALO FLOUR
THE WILLIS NORTON
COMPANY
WICHITA, KANSAS

for ALL your flour...
SPRING... HARD WINTER... SOFT WHEAT
THE BEARDSTOWN MILLS
COMPANY
BEARDSTOWN, ILLINOIS

Evans Milling Co., Inc.
INDIANAPOLIS, IND., U. S. A.
Manufacture Kiln-Dried
DEGERMINATED CORN PRODUCTS
Capacity, 10,000 Bushels

Mason City, Iowa, has been taken over by Armand Losh of the Purity Bakery. The shop will be known as Purity Bakery No. 2.

Robert Voelschaw has opened a bakery at Laurens, Iowa, naming it Bob's Bakery.

A new front and complete modernization throughout have been completed at the **Britt (Iowa) Bakery** by its owner, Bill Dummett.

A grand opening marked the beginning of the new Westcamp's

Bakery, 531 E. Main St., Lancaster, Ohio. Robert H. Westcamp opened the business intending to bake fancy breads and French and Danish pastries.

The Golden Rule Bakery, Bartlesville, Okla., recently purchased new equipment.

George Scheuer, Inc., former Scranton, Pa., baking company, is in voluntary bankruptcy proceedings in federal court. Fred Westpfahl, president of the firm, filed a petition listing liabilities of \$105,421 and assets

of \$20,557. The petition said the company ceased to operate Feb. 26, 1954. Other officers are Margaret Westpfahl, secretary-treasurer, and Grace B. Lukens, vice president.

The Council Legislation Committee in Buffalo, N.Y., approved the petition of Stanley and Mary Ruszkowski to rezone 17 Wisconsin St. from a dwelling to neighborhood business classification for use as a cake-baking studio.

Glaus French Pastry Shop, 3100 Highland Drive, Salt Lake City, Utah, has remodeled and doubled in size,

"MRS. AMERICA"

WILL HELP YOU PLAN YOUR BIG, ANNUAL DONUT MONTH CAMPAIGN!

Act Now... TO PLAN WELL...



"MRS. AMERICA"

—is the ideal American homemaker, chosen from 48 States. She'll publicize the wholesome, nutritious story of donuts. "Mrs. America" serves your donuts to her family!

GREAT PUBLICITY AND ADVERTISING CAMPAIGN!

In addition to powerful "Mrs. America" advertising and publicity, every media of publicity will be utilized: TV, Radio, Newspaper, Magazines... to make this 27th Annual Drive the greatest ever.

COMPLETE MERCHANDISING SUPPORT!

—Select from powerful assortment of tie-up material: Posters, Displays, Contest Prizes, Newspaper Ads, Radio Spots, etc.; for Wholesale, Restaurant, House-to-House, Retail.



Doughnut Corporation of America,
45 West 36th Street,
New York 18, N. Y.

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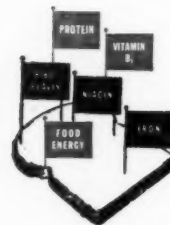
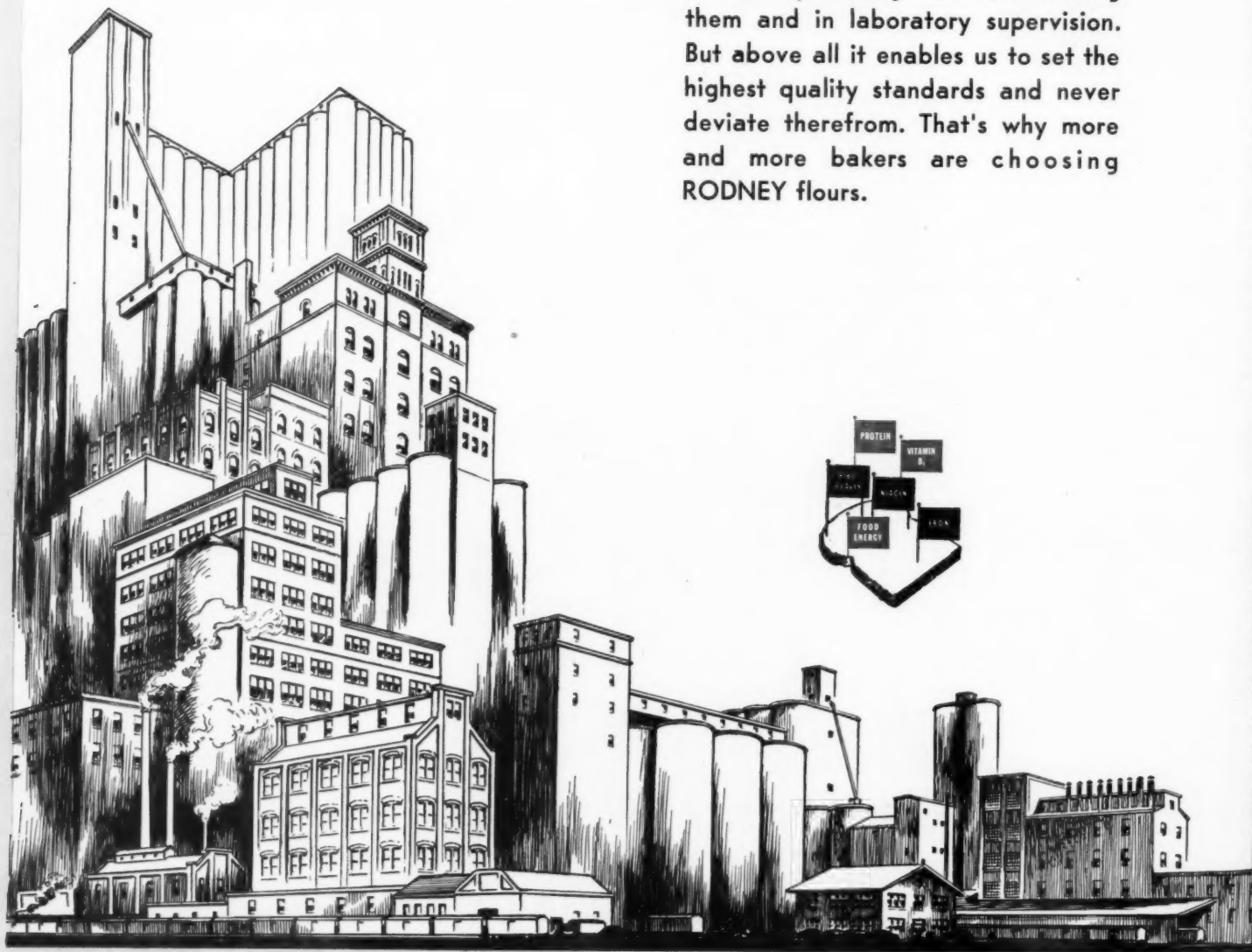
Gentlemen: I am interested. Please tell me how I can plan a campaign to boost my donut volume this Fall.

Name of Individual _____
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DOUGHNUT CORPORATION OF AMERICA
45 West 36th Street, New York 18, N. Y.
In Canada: 579 Richmond St. West, Toronto



In milling RODNEY flours we have no divided interests. We are milling exclusively for the baker . . . first, last and always. That specialization enables us to streamline our operations for great efficiency at every point . . . in selecting premium wheats of known top baking values, in milling them and in laboratory supervision. But above all it enables us to set the highest quality standards and never deviate therefrom. That's why more and more bakers are choosing RODNEY flours.



Mills at Kansas City, McPherson, Lindsborg and Russell, Kansas of the
RODNEY MILLING COMPANY

KANSAS CITY, U. S. A.

22,000 CWTs. DAILY CAPACITY • 5,750,000 BUSHELS STORAGE

BAKING COURSE BEGINS

CHICAGO—A capacity enrollment has been recorded for the current class in baking science and technology at the American Institute of Baking. Class 68 opened Aug. 1 and will graduate Dec. 16.

and installed custom-built fixtures. A. Allen Coombs is owner-manager of the pastry shop.

The Jim Eiseman Bakery of Boise, Idaho, is now in expanded quarters at 36th St. and Mill Road. The shop was enlarged to include more oven and wrapping space. The Boise bakery, which began two years ago, has nine house-to-house bakery trucks on the road and one wholesale truck.

The Strietmann Biscuit Co., Columbus and Cincinnati, Ohio, has announced the promotion of three salesmen—John D. Snyder as Columbus division manager, James E. Mentel as sales supervisor, and Robert O. Fox, Jr., as a special salesman. The company recently moved into its new Columbus branch headquarters building in Worthington.

The Strietmann Biscuit Co.'s Columbia, S.C., branch is enlarging its warehouse. E. M. Wright, division manager, said the addition will relieve crowded conditions brought about by an increase in sales volume since that distribution warehouse was opened in 1949.

Eau Claire Bakeries has opened the third of its Columbia, S.C., area stores in the new Parkland Shopping Center in the adjoining town of Cayce. W. H. Hinnant, manager, announced one-stop party service with a line of sandwiches, punch, cookies, and cakes, as well as a variety of other bakery products.

Frank McCune, who owned and operated McCune's Bakery at 10th and Parade Sts., Erie, Pa., until he retired 10 years ago, died June 16 at the age of 83. He came to Erie in 1925. He is survived by a son and a sister.

A business name has been filed in the Erie County, N.Y., clerk's office for the Oscar Bakery, Buffalo, N.Y., by Arthur C. Fortman.

Keebler Biscuit Co. has been granted a building permit to make alterations to its plant at 12 Watson St., Buffalo, N.Y., at a cost of \$22,000.

George D. Carlson has been named sales manager of the Ungles Baking Co., Des Moines, Iowa. He succeeds Mike Munday.

Between 1,500 and 2,000 persons toured the Strietmann Biscuit Co.

GARLAND MILLS

INC.

GREENSBURG, INDIANA

Cake, Cracker and Family Flours

THE NEW CENTURY CO.

2920 So. Union Ave.

Chicago 3, Ill.

Always in Market for Flour and Feed

Producers of

DRIED BREWERS' GRAINS

plant at Macon, Ga., recently as grocers in the Macon area and their families attended an open house. The visitors were greeted by Albert Strietmann of Cincinnati, Ohio, sales promotion manager; Sam Hunnicutt, Macon division manager, and other company officials.

The General Baking Co. has been awarded the contract for one year to provide bakery goods at the Indianapolis General Hospital and the Marion County Tuberculosis Sanatorium at Indianapolis, Ind.

Houston's fourth and largest Donut

Hole has been opened by Paul Finberg, founder of Donut Hole, Inc. The doughnut manufacturer sells 24 different kinds of doughnuts and offers fountain service at the establishments.

The Golden Crust wholesale bread business that had been operated at St. Charles, Mo., by Oliver Denker for almost 30 years, has gone out of business. The route has been sold to Carl Kohlhepp, who will handle products of the Midland Bakeries of St. Louis, including Toastmaster bread. Mr. Denker will be associated with his son, Henry B. Denker, in the

operation of three retail bakeries in St. Charles. Another associate in the Denker Bakery, August Siedhoff, also will be affiliated with the management of the three retail stores.

The Jo-Niva Corp. has been chartered at 4918 Foster Ave., New York, by Salvatore Pisello, to engage in the bakery business.

The Meurer Bakery has been reorganized and moved its baking operations from 4900 W. North Ave. to larger quarters at 5328 W. Vliet St., Milwaukee, Wis. The firm is spend-

BROSOFT
KEEP IN COOL DRY PLACE
100 LBS. NET
BROSOFT
WITH THE
All-Vegetable Emulsifier
Contains: Flour-Mono & Di-Glycerides-Vegetable Oils-Lecithin & Associated Phosphatides (Vegetable Emulsifier)-Salt
A tenderizing agent—with high powers of emulsification and dispersion—resulting in activity for combining shortening and water and other ingredients of the dough. BROSOFT produces tenderness—improved texture—better eating and keeping qualities.
INSTRUCTIONS
BREAD AND ROLL DOUGHS
Use 10 oz. of BROSOFT for each pound of shortening used in the dough.
Add two pounds of water for each pound of BROSOFT when floor time is allowed.
SWEET GOODS AND COFFEE CAKES
Use 5X BROSOFT based on the flour weight of the dough.
Add two pounds of water for each pound of BROSOFT.
BROLITE COMPANY, INC.
CHICAGO 47, ILLINOIS
Atlanta • Dallas • New York • San Francisco • Seattle
Another Valuable Ingredient for Bakers
"VALUABLE INGREDIENT FOR BAKERS"

ing approximately \$50,000 for remodeling and new equipment.

Hyman Somerstein, owner of Bari Pastry Shoppe, 2620 Broadway, Manhattan, has been assigned to the Bakery & Confectionery Suppliers Board of Trade, Inc., in Bronx County, N.Y.

One of the largest bakeries in the South is expected to be ready to operate by Oct. 1. Setzer's Stores are building the bakery in Jacksonville, Fla.

Michigan Bakeries, Inc., recently

held a series of banquets to honor dealers who participated in the baking firm's "Week-end at the Waldorf" sales contest. Four couples in the state who operate grocery stores, were awarded the week-end trips.

Eddie Hughes, formerly manager of the Taystee Bread Plant at Indianapolis, Ind., has succeeded E. A. Dawney as manager of the Akron division of Taystee Bakeries.

Fire, started when grease overflowed from the doughnut kettle, did considerable damage to the bakery

operated by John Rondello, 445 Main St., Paterson, N.J.

With an initial capitalization of \$200,000, the Bake-Rite Bakeries, Inc., has been chartered at 1015 E. Main St., Norfolk, Va., to engage in the bakery business.

Employees of the two bakeries of the National Biscuit Co., Los Angeles, Cal., for the second year have been awarded first prize for their division in the contest conducted by the National Safety Council. Both bakeries also were honored for the second time for having no disabling

accidents during the year. Each of the 450 employees was given a piece of jewelry.

The Arnholt Bakery, Danville, Ill., has decided to operate only one bakery, at 204 W. Fairchild St., and has disposed of its bakery at 123 N. Vermillion St.

Suzanne Struckmann, 9-year-old daughter of Ernest Struckmann, production manager of a pie company at Pottstown, Pa., should have been happy when her father announced that he was taking his family to Germany for a visit with his parents, whom he had not seen since leaving Hanover 25 years ago. But she wasn't. She wasn't too happy about leaving her fourth grade classmates even for a trip to Europe. So, before the liner America sailed from New York, Suzanne's fourth grade class—28 strong—was on hand to wish her bon voyage. The little girl used \$100 from her bank account to have her class, plus six chaperones, come to New York by bus.

Construction is underway on a sizable addition to the Fairfax Bread Co. plant at 3327 Roanoke Rd. in Kansas City, Mo., and M. V. Witback, division manager of Safeway Stores, said it should be completed by Sept. 1. The cost of the building has been placed at \$269,831, including operating equipment.

Worman's Bakery has opened a Southside branch at 1712 San Marco Blvd., Jacksonville, Fla. Sol Liebowitz is manager. The firm will continue to operate a bakery and delicatessen at 204 Broad St. in Jacksonville.

A \$135,000 Lady Baltimore Bakery will be opened in July on the Miracle Mile, near the entrance to San Rafael, Cal., by Ted Weitzel of Fairfax, Cal. The building will have 6,500 sq. ft. of floor space.

C. M. Firby has resigned as a director and plant manager of Wolf's Bakery, Shreveport, La.

S. R. Saxby, president of General Bakeries, Ltd., Montreal, announces that the company has acquired Mammy's, Ltd., St. Johns, Newfoundland. The Mammy's, Ltd., will be operated as a wholly-owned subsidiary and A. H. Edgecombe will continue as managing director. With acquisition of Mammy's, General Bakeries now operates bakeries in eight key centers of Canada from St. Johns to Vancouver, B.C.

Kaase Bakeries opened its 55th unit recently in Canton, Ohio. The new unit called Rosen Bakery, is located in the Mahoning Street Shopping Center. Miss Genevieve McKennie is managing the new bakery which has a full-size cooler and six-door freezer.



Photo courtesy
Stark Bros. Nurseries, Louisiana, Mo.

When you take a dough at its flavor peak it produces bread that is "plum" good eating.

You hit the flavor peak in bread by controlling time, temperature and mixing.

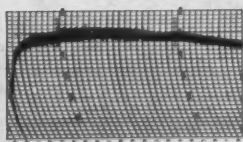
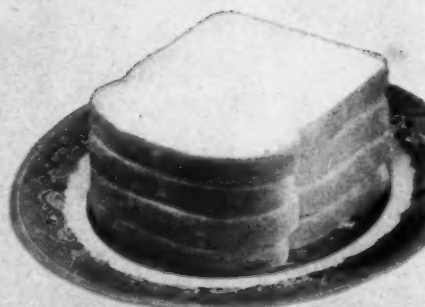
Good bakers have known for years that the natural enzymes in Wytase extend mixing tolerance. It enables them to catch the dough at its flavor peak.

FLAVORFUL WHITE BREAD

made with

Wytase
DOUGH WHITENER

WYTASE is the registered trade mark of the J. R. Short Milling Company to designate its natural enzyme preparation for whitening the dough.



WYTASE EXTENDS
MIXING TOLERANCE

Farinograph charts in full size showing Wytase mixing tolerance sent on request.

J. R. SHORT MILLING COMPANY, 20 North Wacker Drive, Chicago 6, Illinois

HIGH GLUTEN FLOURS
For Bakers
The Morrison Milling Co.
Denton, Texas
Emphatically Independent

KNAPPEN MILLING COMPANY
Producers of
**BEST QUALITY MICHIGAN
CAKE & BAKERY FLOURS**
AUGUSTA, MICH. PHONE 129



Should you split openers?

Consider that the chances against drawing another queen are 8 to 1, against a full house 97 to 1.

What's your guess on the odds against filling that straight: 5 to 1...? 11 to 1...? 19 to 1...? 48 to 1...? (Right answer below.)

Hang on to these ...

They always go together to give you two big advantages in the baking game.

It's BIN AGED* means that your flour is fully aged, ready to go into production.

It's BIN CHECKED* means that it was tested for quality *just before* shipment in sacks or bulk—not afterwards.

It's our enormous bulk storage capacity that gives us plenty of room for aging, plenty of time for double-checking quality.

When you buy from Atkinson, the flour you order is the flour you get.

*TRADEMARKS



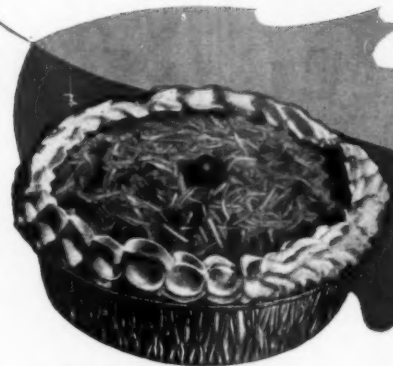
Odds against filling the straight are only five to one—considerably better than your chance of catching a third queen. (Authority for odds, United States Playing Card Company.)

ATKINSON MILLING CO. MINNEAPOLIS, MINNESOTA



Brown'n Serve Cinnamon Rolls

This meal size unit builds sales for the breakfast market through fresh or frozen sales channels. Ideally suited to machine wrapping.



Dessert Cake

— with cooked coconut topping. The "Tuesday Specials" at a moderate price for pick up sales and traffic builders.

Plan Now for



All-Butter Danish Pie Bake

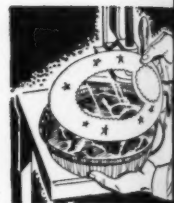
The classic sweet goods package that raised the price level and increased the market across the country.



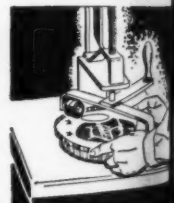
Fresh or Frozen Fruit Pies

The sparkling sanitary pie pan with appetite appeal. No slipping, no cripples — bake, display and sell in Cochran foil.

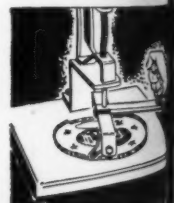
• Send for complete details on Packaging Equipment ... can be bought or rented!



1. COVER



2. INSERT



3. CRIMP

YOUR FALL PROFITS

with

Cochran **FOIL**

-the best thing next to food!

More sales and extra profits are waiting for the baker who ties his fall plans to the foil packaging trend.

The best merchandisers agree that there is a growing market for top quality, oven-fresh products baked and sold in foil containers. Bakers who use them report 20% to 30% increased sales of well priced, foil packaged items.

Cochran foil cuts shop costs with size-standardized, one-trip baking containers.

The housewife can serve your quality products fresh and oven-warm —with a "buy us again" appeal.

Let one of our packaging specialists tell you how the sparkling containers shown here lead to shop savings and more sales. Be ready for the increased fall business—write or call Cochran today!

Specialty Loaves

All types of specialty breads in the warmable foil container open new markets at better profits with the quality buyer.



meat sized unit
pan doubles "fresh"
and eliminates
icing.

Cochran **FOIL** COMPANY

PRODUCTS DIVISION

Hippodrome Bldg.
Cleveland 15, Ohio

P. O. Box 1466
Louisville, Kentucky

712 Wrigley Bldg.
Chicago 11, Ill.

500 Fifth Ave.
New York 36, N. Y.

PERFORMANCE determines Cost

HOW MIGHTY IS A PENNY?

Every successful baker is, and necessarily must be, a good business man. In the highly competitive baking industry, the difference between success and failure sometimes hinges on as little as a fraction of a penny in unit costs.

Those bakers who have installed cost accounting methods are discovering mighty interesting facts about ingredient costs. Take Midland Flours, for example.

The outstanding shop performance of Midland Flours means lowered production costs all the way down the line. Milled in accordance with *scientific* control standards, the name "Midland" is your absolute assurance of uniform baking results . . . means increased sales, too, through quality baked goods with increased consumer appeal.

It's just good business to use uniform-milled flours by Midland.



**Town Crier
FLOUR**

UNIFORM-MILLED FLOURS BY

THE MIDLAND FLOUR MILLING COMPANY
NORTH KANSAS CITY, MO.

*Four
separate milling units
at the same location*

4

**...to serve
bakers with**

- 1 SPRING AND HARD
WINTER WHEAT FLOURS**
- 2 SOFT WHEAT FLOUR FOR
CAKES, COOKIES, CRACKERS**
- 3 RYE FLOURS**
- 4 WHOLE WHEAT FLOURS**



*F*ROM the heart of the major producing areas, wheat flows to CHICAGO, the world's largest terminal market. Situated as we are, we can always choose the finest. Such selection allows us to offer a complete line of flours to suit all bakery needs.

B. A. ECKHART MILLING CO.

CHICAGO, ILLINOIS

Sales representation in: BOSTON, NEW YORK, PHILADELPHIA, BALTIMORE, STAUNTON—VIRGINIA, ATLANTA—GA. AUGUSTA, GA., JACKSONVILLE—FLORIDA, GENEVA—NEW YORK, HARRISBURG—PA. PITTSBURGH, PA., DETROIT, CLEVELAND, COLUMBUS, FORT WAYNE—INDIANA, MILWAUKEE, CHICAGO, ST. LOUIS—MISSOURI, NASHVILLE, MOBILE—ALABAMA, NEW ORLEANS

famous for flours
milled from
MICHIGAN
soft white
wheat

A BIG NAME IN FLOUR

STOCK'S
Daisy
MILLS

STOCK

FULLY PREPARED DAISY MIXES

Flavor, Appearance, Volume, Texture—these are the qualities that sell more donuts and sweet goods.

Your donuts, coffee cakes, danish pastry and sweet rolls will have all those qualities—when they are made from one of the four Daisy formulas. And you will save time, trouble, money—and make more profits too.

Find out today how you can save money using Daisy Fully Prepared Mixes. Send for your free copy of our handy, Slide Rule Cost Calculator. It will prove to you how Daisy formulas can save you money—and give you better donuts and sweet goods too. Don't delay—send today.

FOR OVER NINETY YEARS



F. W. STOCK & SONS, INC.
NEW YORK · BOSTON · HILLSDALE, MICHIGAN

Exceptional Bakery Flours

NO-RISK EX-HI NO-RISK PLA-SAFE

THE ABILENE FLOUR MILLS CO.
ABILENE, KANSAS

Capacity 3,000 Cwts. Daily Grain Storage 1,800,000 Bus.

All Grades

RYE FLOUR

1000 cwts. Flour—250 cwts. Meal

GLOBE MILLING COMPANY
WATERTOWN, WISCONSIN

"Whitewater Flour"

Ground Where the
Best Wheat Is Grown

WHITWATER FLOUR MILLS CO.
Whitewater, Kansas

ACME RYE

A HIGH QUALITY
WISCONSIN RYE FLOUR
All Grades

FISHER-FALLGATTER MILLING CO.
WAUPACA, WISCONSIN

ACME — GOLD DRIFT

Better Bakery Flours

These Brands Meet Every Shop Need
The ACME FLOUR MILLS CO.
Oklahoma City, Okla.

Dairy Bakery Again Wisconsin Fair Feature

MILWAUKEE—For the 32nd consecutive year the Wisconsin Bakers Assn., Inc., will be co-operator of the Dairy Bakery during the 1935 Wisconsin State Fair Aug. 20-28.

The bakery will occupy approximately 3,600 sq. ft. of space for production and sales purposes, states Fred Laufenburg, secretary of the Wisconsin association.

The Dairy Bakery is manned by bakers from the Milwaukee and Wisconsin area under direction of Mr. Laufenburg. Last year the production crew numbered 19, with an additional 10 women to handle the retail sales to the thousands of State Fair visitors.

The Dairy Bakery is equipped with modern production tools, and all production is carried on in full view of the visiting public, which can see the ingredients, methods of preparation and baking, through the plate glass windows which front the bakery production quarters.

Bakers and allied trades cooperate in backing the affair.

—BREAD IS THE STAFF OF LIFE—

Gopher Grinders Names Herbert E. Brisbois

ANOKA, MINN.—Herbert E. Brisbois has been named general manager of Gopher Grinders, Inc., Anoka, Minn., it was announced by H. C. Simmons, president of the firm.

Mr. Brisbois was formerly manager of the Berdan Baking Co., Bay City, Mich., and continued as manager following sale of the plant to Michigan Bakeries, Inc.

—BREAD IS THE STAFF OF LIFE—

RAISIN SHIPMENTS HIGHER

FRESNO, CAL. — Domestic and Canadian markets received 8,902 tons of California raisins last month, 668 tons more than June of last year. This was reported by Norman J. Katzen, manager of the California Raisin Advisory Board, from statistics compiled by the Raisin Administrative Committee. Mr. Katzen said the figure is the largest for any June since World War II and establishes a total for the season to date, September through June, of 126,540 tons. This exceeds last season to date by 1,114 tons.

3 BAKER FLOURS



A COMPLETE BULK FLOUR SERVICE FOR THE BAKING INDUSTRY

The Weber Flour Mills Company, in conjunction with Econo-Flo Bulk Flour Service, Inc., now offers the following complete bulk flour service.

- (1) Bulk rail cars are now available for the movement of Weber flours in shuttle service from the Weber mill to bakers.
- (2) Bulk flour terminals are being constructed at strategic points to give faster service and to provide bulk truck delivery in certain metropolitan areas.
- (3) Specially designed trucks for low cost bulk flour hauling are being made available at certain strategic points.
- (4) Econo-Flo Bulk Flour bins and handling equipment with a record of proven success based on actual usage are now available to the baking industry.

"A real service to the baking industry is our only objective."

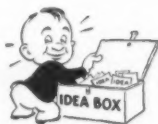
THE WEBER FLOUR MILLS CO.
SALINA, KANSAS

*Those who prize good bread
count on Anheuser-Busch Bakers Yeast
for highest uniformity...
pound after pound after pound.*



A BAKER'S TREASURE...

Worth Looking Into



New Products New Services New Literature

This reader service department announces the development of new and improved products, new services and new literature offered by manufacturers and suppliers. Claims made in this department are those of the firm concerned. Use the accompanying coupon to obtain the desired information.

No. 3753—Sheeted Margarines

Roll-in margarines, in "sheeted" form, for puff paste and Danish pastry have recently been made available to the baking industry by Swift & Co. The firm states that margarines thus available, have time and money saving factors plus assurance of greater uniformity in finished pastries. Sheets are 14 x 11 in. and packed 12 2½ lb sheets per case. The Danish roll-in is also packed in 3½ lb. sheets. A leaflet describing the margarines has been prepared and is available without charge. Secure more complete information by checking No. 3753 on the coupon and dropping it in the mail.

No. 3754—Hand Sealing Iron

Lewsyth Packaging Systems & Equipment has announced details of its new hand sealing iron for plastic film wraps. The product, called the "Flaming Feather," has its heating

element die cast into the sole of the iron for quick heating. It is said to seal plicfilm 20 seconds after plugging in and seals cellophane within 45 seconds. Also, the company states that the sealer is constructed to resist "burn-out" of the element and to recover quickly after contact with cold products. The iron is 14 oz. in weight and provides heat selection from 200° to 600° F. The complete unit, including iron, cord and plug, is U. L. approved. Secure more complete information by checking No. 3754 on the coupon and mailing it.

No. 3755—Wrapping Machine

The Hudson Sharp Machine Co. has announced details of its latest model 2W6 machine for wrapping bakery goods. Depending on the type of product, users can expect speeds ranging from 100 to 300 units per minute, per machine, according to company spokesmen. Automatic continuous feed in many cases permits one person to tend and operate several machines at one time, it is

claimed. Among the products packaged on the company's various machines, called the Campbell line, are individual restaurant and ¼-lb. consumer packs of crackers, Jersey style cream rolls, ½-lb. packages of sugar wafers, cake items of all kinds, doughnuts, cream and berry pies, ginger cakes, Hinky Dinks, Big Bills, sandwiches, oval Mary Anns and fig bars. Check No. 3755 on the coupon, clip and mail it to secure more information.

No. 3758—Book

A guide to problems of maintenance and plant engineering, "Techniques of Plant Maintenance & Engineering—1955," has been published by Clapp & Poliak, Inc. The book is a report of the proceedings of the annual conference held concurrently with the Plant Maintenance & Engineering Show. A highlight of the volume is the text of more than 1,000 questions presented by 2,400 executives to the 56 experts, drawn from the nation's leading industrial plants, who led the discussions. The question-and-answer section of the book gives a vivid picture of current maintenance problems being faced by the nation's plants. The book may be obtained for \$7.50 postpaid from Clapp & Poliak, Inc., 341 Madison Ave., New York 17, N.Y., the firm which produces both the show and conference.

No. 3762—Printed Wrapper

The advantages of having rolls and other bakery products wrapped in a well-identified wrapper are contained in an announcement by Milprint, Inc. The announcement cites the case of the Superior Roll Co., which formerly used a plain wrapper for its rolls. The announcement claims that the Superior's sales increased 10% when its 24-count package, using a printed cellophane wrapper, was used during a one-month period. Secure more complete details by checking No. 3762 on the coupon, clipping and mailing it.

No. 3763—Zip Tape

The advantages of Zip Tape, manufactured by the Dobeckmun Co., are outlined in a recent announcement by the company. It states: "When E. H. Koesver Bakery Co., Baltimore, changed its twin bread loaf wrap design from white and blue to one that uses gold freely in the design, they changed the color of its Zip Tape opener right along with it, from



red to gold. Koesver used its redesign story as a feature of an advertising campaign. It leaves the outer wrap intact around each individually wrapped inner half-loaf. Zip Tape is a lamination of two layers of cellophane, with the color carried in the adhesive between. Check No. 3763 on the coupon, clip and mail it to secure more details.

No. 3764—Cake Tier Separators

Two new sizes of cake tier separators for wedding cakes have been announced by Leon D. Bush. These tier separators are claimed to keep all cake tiers level, including crooked layers and keep top layers from sinking into bottom ones. Made of white plastic, the new 12 in. and 14 in. sizes are now made as well as the standard smaller sizes. Additional legs are included which extend 3¼ in. through the bottom layer, holding



the upper layer straight, the company announcement states. The figurines on all ornaments provided by the company are available with a choice of black or white coat on the bridegroom, white or negro skin coloring as well as any combinations of hair colorings. Check No. 3764 on the coupon and mail it to secure more information.

No. 3756—Bakery Paint Guide

A bakery paint guide is being offered free of charge to bakers by the W. E. Long Co. The guide helps find the right type of paint for each of the various surfaces in the plant and on all items of equipment, according to the company's announcement. It indicates the best method of application for each type of paint and for each surface and the drying time required before re-use. For each type of paint, helpful information is also given on the square foot coverage per gallon, the type of thinning agent to be used and the special characteristics of surfaces to be coated. To secure the guide check No. 3756 on the coupon and drop it in the mail.

No. 3757—End Labels

Pollock Paper Corp. has available a brochure on its end labels for promoting safety. The color brochure is entitled "Promote Safety, Build Goodwill; Good Bread and Goodwill Means Good Bread Sales." The safety series end labels are in three colors—red, yellow and blue—and come in eight designs. The brochure list depicts the designs and gives price quotations. Square or notched labels are available. Secure the brochure by checking No. 3757 on the coupon, clipping and mailing it.

No. 3759—Film on Self Service

The National Cash Register Co. announces a new colored slide film which describes a survey of self service in the retail bakery field. The hour-long film is entitled, "The Re-

Send me information on the items marked:

- | | |
|--|--|
| <input type="checkbox"/> No. 3753—Sheeted Margarines | <input type="checkbox"/> No. 3761—Sweet Dough Base |
| <input type="checkbox"/> No. 3754—Hand Sealing Iron | <input type="checkbox"/> No. 3762—Printed Wrapper |
| <input type="checkbox"/> No. 3755—Wrapping Machine | <input type="checkbox"/> No. 3764—Cake Tier Separators |
| <input type="checkbox"/> No. 3756—Bakery Paint Guide | <input type="checkbox"/> No. 3765—Packaging Calendar |
| <input type="checkbox"/> No. 3759—Film on Self Service | <input type="checkbox"/> No. 3766—Drum Lift |
| <input type="checkbox"/> No. 3760—Product Catalog | <input type="checkbox"/> No. 4029—Flour Handling |
| <input type="checkbox"/> No. 3763—Zip Tape | <input type="checkbox"/> No. 3758—Book |
| | <input type="checkbox"/> No. 3757—End Labels |

Others (list numbers)

NAME

COMPANY

ADDRESS

CLIP OUT—FOLD OVER ON THIS LINE—FASTEN (STAPLE, TAPE, BLUE)—MAIL

FIRST CLASS
PERMIT No. 2
(Sec. 34.9,
P. L. & R.)
MINNEAPOLIS,
MINN.

BUSINESS REPLY ENVELOPE

No postage stamp necessary if mailed in the United States

POSTAGE WILL BE PAID BY—

The American Baker

P. O. Box 67,

Reader Service Dept.

Minneapolis 1, Minn.

tail Baker's Position in Today's Market," and is available for showings to individual bakers or bakery associations. Various forms of self service are described: Those inside super markets; others remaining in their own locations and turning to self service; others trying intermediate self service steps, such as pre-packaging some items for open display, or retaining regular clerk service and using a check-out counter where customers pay for their purchases. For information about securing the film check No. 3759 on the coupon and mail it.

No. 3761—Sweet Dough Base

Caravan Products Co., Inc., has begun national distribution of its product, To-To, called a complete sweet dough base. The product has been field tested for many years, the company announces. It contains all the ingredients used in sweet doughs except the flour, yeast and water and is claimed to simplify scaling, reduces chances of mistakes and as-

ures a steady quality. The product can be used for buns, coffee cakes, doughnuts and Danish pastries. Check No. 3761 on the coupon, clip and mail it to secure more complete information.

No. 3760—Product Catalog

The latest edition of its catalog of products is now being distributed by Magnus, Mabey & Reynard, Inc. The catalog has been completely revised and supplemented with additional information about many of the products. It is of interest to users of essential oils, balsams, concentrated flavors, oleoresins and other oils. Secure a copy without charge by checking No. 3760 on the coupon and mailing it.

No. 3765—Packaging Calendar

E. I. du Pont de Nemours & Co. (Inc.), has prepared a deadline calendar for holiday packaging to remind merchants of the dates for having supplies of holiday wrapping materials on hand. Events listed on the calendar are Halloween, Thanksgiving, Christmas, Easter and many others. The calendar runs through 1956. Secure the calendar by checking No. 3765 on the coupon and dropping it in the mail.

No. 3766—Drum Lift

Sterling, Fleischman Co. has announced new features of its portable, self-centering drum lift. The company announcement states that it has applied for a patent on its "easy-lock girdle" which grasps the drum, then

lifts it from the vertical or horizontal position. It is claimed that one man can handle drums weighing up to 700 lb. The device can be used for locking a drum in the horizontal position for pouring or for stacking drums. Secure more information by checking No. 3766 on the coupon and dropping it in the mail.

No. 4029—Flour Handling

A pneumatic system for conveying flour in a large eastern bakery is described and illustrated in a four-page reprint of a technical article offered by Fuller Co., a subsidiary of General American Transportation Corp. The article compares the pneumatic system with a mechanical operation and discusses such problems as sanitation, simplicity of installation and savings in maintenance and labor. A detailed description of pneumatic handling follows the flour from bag dump through intermediate storage to the final dough mixing operation. Eight photographs in the reprint illustrate successive stages of the pneumatic conveying operation. To obtain a copy of the article, check No. 4029 on the coupon and mail it to this publication.

Also Available . . .

The following new products have been described in previous issues and information about them may still be

CODING AND MARKING
"Code dating and marking machines for the flour milling and baking industries. Coding bread wrappers, cellophane and packages, etc., our specialty."
Write for information on a specific problem
KIWI CODERS CORPORATION
3804 N. Clark St. Chicago 13, Illinois

MORE SALES

for **PIE BAKERS**


with **LOW-COST**

PIE-PAK

CONTAINERS

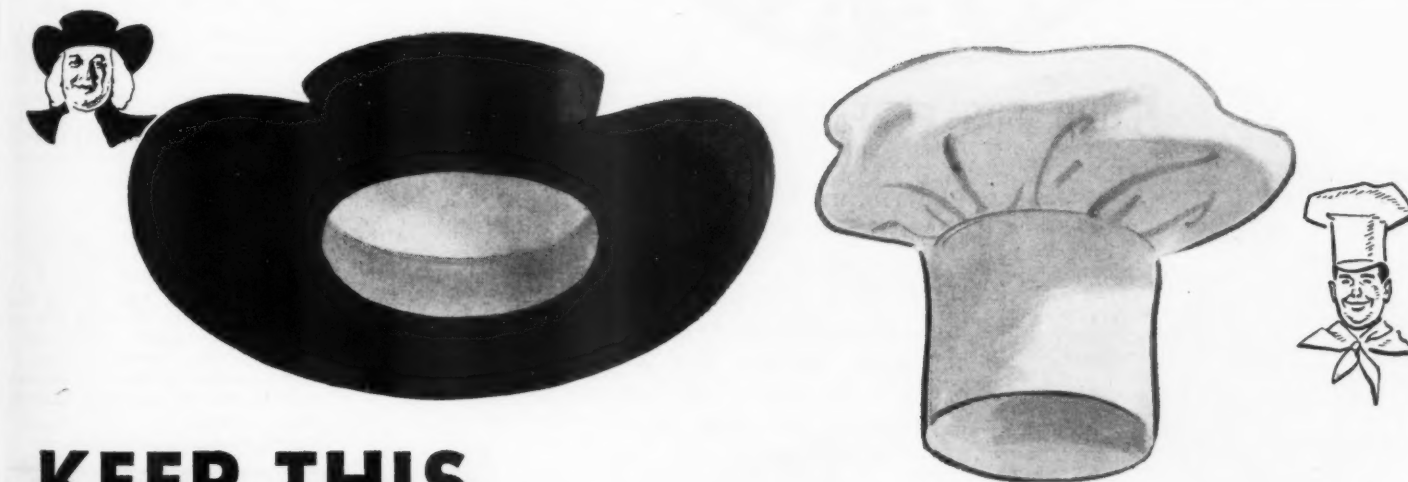
that "keep in" that you bake into your pies. Sanitary Pie-Paks have cut packaging costs as high as 50% over other methods.... Write for special introductory offer to

PIE-PAK COMPANY, INC.
1300 Hudson Street
Hoboken, New Jersey



for soft-top for two crust

For Quality, Economy and Reliability, Use
BROWN'S HUNGARIAN
America's Premier Cake Flour
BROWN'S HUNGARIAN CORPORATION
25 Broad Street New York City



KEEP THIS UNDER YOUR HAT:

QUAKER BAKERS FLOUR is specially designed for the specific needs of the modern baker. Costing no more than ordinary flours, this highest-quality short-patent flour has the versatility to create superior results in every bakery item you produce.

Call . . . Write . . . or Wire to:

The Quaker Oats Company
Chicago, U.S.A.

Mills at Cedar Rapids, Iowa • St. Joseph, Mo. • Sherman, Texas
and Los Angeles, California



obtained by jotting the appropriate number on the coupon and forwarding it to this magazine.

No. 3712—Single cylinder semi-automatic food filler, F. L. Burt Co.
No. 3713—Picture booklet on pan cleaning, National Glaco Chemical Corp.

No. 3720—Reach-in refrigerator, Victory Metal Manufacturing Co.

No. 3725—Bulk flour storage bins, Day Co.

No. 3736—Heat-sealing unit, J. B. Dove & Sons.

No. 3738—Non-caloric sweetener, Chas. Pfizer & Co., Inc.

No. 3739—Fly crystals, Hysan Products Co.

No. 3740—Booklet on wrapping papers, Glassine & Greaseproof Manufacturers Assn.

No. 3741—Refrigeration line and coolers, Nor-Lake, Inc.

No. 3742—Stapler, Container Stapling Corp.

No. 3744—Frozen food cabinet, Quirk Manufacturing Co.

No. 3745—Sealed casters, Union Steel Products Co.

No. 3746—Plastic baskets for bakery products, Cello-Masters, Inc.

No. 3747—Metal cleaner, Oakite Products, Inc.

No. 3748—Fan washer catalog, Metalwash Machinery Corp.

No. 3749—Self-contained freezer, Victory Metal Manufacturing Co.

No. 3750—Check design service, Todd Company, Inc.

No. 3751—Sugar colorimeter, Beckman Division, Beckman Instruments, Inc.

No. 3752—Illuminated plastic sign, Tel-A-Sign, Inc.

No. 5172—Materials handling, Federal Fibre Corp.

A RECOGNIZED MARK OF EXCELLENCE FOR SEVENTY-EIGHT YEARS

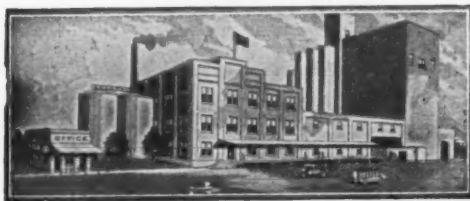


FLOUR FOR PERFECT BAKING



ANOTHER GREAT FLOUR

THE HUNTER MILLING CO.
WELLINGTON, KANSAS



ONLY THE HUNTER MILLS BETWEEN THE WHEAT FIELD AND YOUR BAKERY

Bakery Equipment Maintenance Course Scheduled Sept. 12-17

CHICAGO — The fourth annual short course in bakery equipment maintenance has been scheduled for Sept. 12-17, it has been announced by Dr. Robert W. English, director of education, American Institute of Baking, Chicago.

Dr. English, in stressing the importance of the course, said that 50% of the production problems in bakeries can be traced to lack of proper maintenance.

The AIB staff will be supplemented by 25 guest lecturers during the week-long course. Subject topics will include mixing equipment, mold prevention, inventory, conveyors, preventive maintenance, flour handling, controlling dough temperatures, refrigeration, fermentation rooms, sanitation, wrapping machines, oven maintenance, slicing machines, pan maintenance and work simplification.

Enrollment will be limited. Dr. English states, and prospective students are asked to submit their applications early to the AIB, 400 E. Ontario St., Chicago 44.

—BREAD IS THE STAFF OF LIFE—

Carnation Co. Purchases Los Angeles Pie Firm

LOS ANGELES—The Carnation Co. has further diversified by purchasing Mrs. Lee's Pies, Inc., a Los Angeles firm that makes a line of frozen pastries marketed under the Simple Simon trademark.

Mrs. Lee's distribution covers several states and will be extended, said E. H. Stuart, Carnation president.

21-YEAR-OLD CAKE

COLUMBUS, OHIO—A young man, a dog and a birthday cake baked by Omar, Inc., all turned 21 years old recently. Yes—21. It happened this way. Walter Decker, Columbus, celebrated his 21st birthday. Present to help him celebrate was Tiny, a fox terrier which the family got at the time Walter was born. At the same time, Omar sent out a cake to the Decker family. Walter's mother preserved the cake—which now resembles colored cement. The young man, the old dog and the old cake all were present when the Decker family celebrated. Also provided was a freshly-baked birthday cake and even toothless Tiny was able to enjoy a nibble.

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ANSWERS TO "DO YOU KNOW?"

Questions on Page 20

1. **True.** It is a good idea to replace from 15 to 25% of the sugar with invert syrup. This syrup acts as a moisture retainer. As invert syrup contains about 18 to 20% water a slight adjustment will have to be made in the moisture called for in the formula.

2. **True.** The addition of this water, after the whites have been beaten, will produce cakes having a somewhat closer grain. The keeping quality of the cakes is improved. The cakes also seem to be slightly more tender. However, the volume of the cakes will be slightly reduced.

3. **False.** There is a definite loss of flavor when this process is used. It may amount to as much as 20%.

4. **False.** In American rye bread about 15 to 20% rye flour is used, while in the Russian rye bread this will range from 40-50%. Russian rye usually is made with a preparatory sour, giving it a tangy flavor. It is usually made up into either round or long loaves, while American rye is as a rule made into long loaves.

5. **False.** It will run from 4.9 to 5.2.

6. **True.** Honey contains about 18% moisture. Therefore a change in the moisture (milk or water) given in the formula must be made.

7. **True.** The soda liberates carbon dioxide gas which gives the cookies their volume. At the same time, the soda has a rotting action on the gluten in the dough, giving spreading action.

8. **True.** This solution can be obtained from various supply houses. After the blades are washed, they should be wiped with a sterile cloth.

9. **True.** The soda also helps to produce, what is known as a mahogany red brown color. Baking powder, being neither acid nor alkaline (neutral), will not produce this color unless the cocoa is heavily dutched. Many bakers feel that this mahogany color is very desirable as it adds sales appeal to the cakes. Too high a soda content is objectionable as it produces a disagreeable flavor.

10. **False.** Too soft a batter will cause hollow bottoms. A stiff batter will produce cream puffs having small volume. It will also produce wild breaks which spoil the appearance of the shells.

11. **False.** It will contain about 2%

gelatine based on the total weight of the formula. A 180-200 Bloom Gelometer test gelatine is usually recommended.

12. **True.** The rendering temperature runs from 230 to 250° F. The moisture is driven from this fat at the same time.

13. **False.** Salt rising bread is usually proofed at about 110-115° F. while white bread is proofed at about 95-105° F.

14. **True.** The sugar will become soft in a few days. It is advisable to sift the sugar before using it in order to eliminate any small lumps that may be present.

15. **True.** A number of bakers are

of the opinion that resting the dough over night will give the flavor a greater chance to blend uniformly.

16. **False.** The use of an extremely strong flour will cause excessive shrinkage. Other causes are: (1) Not resting the dough before rolling out; (2) baking in too hot an oven; (3) not wetting the pans with water; (4) dough too stiff; (5) a low shortening content in the dough; (6) the use of scrap dough; (7) not resting the products before baking them.

17. **False.** The sticking to the pans will be increased. Pineapple slices packed in sugar syrup have less tendency to stick to the pan. The slices

should be thoroughly drained before they are used.

18. **False.** It will produce a slightly tougher crust. Using a rich cream or melted butter will not toughen the crust and will also improve the flavor of the crust.

19. **True.** Only fresh, tender gum drops should be used. Black or green colored gum drops are not recommended as they are usually quite strong in mint and licorice flavor. A reasonable amount of gum drops may be used with good results.

20. **True.** However, the protein found in the whole wheat flour is not as elastic as that found in a good short patent flour.

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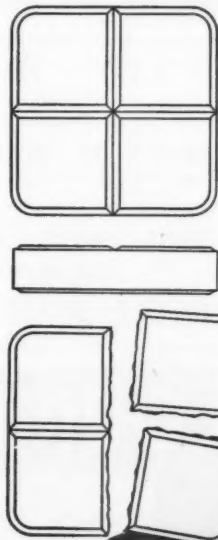
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THE BAKE SHOP

Trouble Shooter

Black Bottom Pie

Will you please give me a formula for black bottom pie which is so famous in New Orleans?—R. S., S. C.

Following is a formula for making black bottom pie which you may want to try.

In the making of this type of pie there are four important steps: (1) the crust, (2) the chocolate chiffon filling, (3) the egg nog filling, and (4) the whipped cream topping. I am giving you formulas for the crust, the chocolate chiffon filling and the egg nog filling.

As soon as the chocolate chiffon filling is made it should be placed in the baked shells. The shells should be about one half full. When cold, or set, the egg nog filling is placed on top. This should be done carefully. When this filling has set the top is covered with whipped cream. Sometimes shaved sweet chocolate is sprinkled on top of the whipped cream.

BUTTER CRUST PAN LINING

Mix together:

- 5 lb. finely crushed dry cake, cookie, macaroon or graham cracker crumbs
- 3 lb. granulated sugar
- 8 oz. butter (melted)
- 8 oz. shortening (melted)

Then add and mix in thoroughly:

- 1 lb. 6 oz. egg whites (variable)
- Sprinkle 7 oz. of the mixture in a 9 in. slightly greased pie tin. Spread this mixture evenly over the bottom and sides of the tin. Then press another tin firmly on top and place in the oven. Bake at 350° F. until the edges take on a brown color. Remove from the oven and allow to cool.

Chocolate Chiffon Filling

Bring to a boil:

- 2 qt. milk
- 1 lb. 8 oz. granulated sugar
- 5 oz. bitter chocolate
- ½ oz. salt
- Vanilla to suit

Mix together, add and stir in until thick:

- 5 oz. cornstarch
- 4 oz. milk
- 10 oz. whole eggs
- When thickened, add gradually to 2 lb. 8 oz. stiff meringue, using a wire whip to stir the mixture together thoroughly. Place into baked shells at once.

Meringue

Beat light:

- 1 lb. 4 oz. egg whites
- 1 lb. 4 oz. sugar
- ½ oz. salt
- ½ oz. cream of tartar

WASHINGTON HEADQUARTERS

WASHINGTON—James G. Cross, president of the Bakery and Confectionery Workers Union, A. F. L., announced that his office and that of three of the union's departments moved from their headquarters in Chicago to Washington July 18.

Egg Nog Filling

Bring to a boil:

- 1 lb. 8 oz. sugar
- 1 lb. 8 oz. water
- ½ oz. stabilizer (optional)

Mix together, add and bring back to a boil:

- 1 lb. 4 oz. eggs
- ½ oz. salt
- 2½ oz. starch
- ¾ oz. gelatine (variable)
- 8 oz. sugar

While cooking the above, beat firm:

- 1 lb. 8 oz. egg whites
- 1 lb. sugar
- ½ oz. nutmeg (variable)
- 4 oz. rum

When beaten stiff, fold in the cooked mixture carefully with a wire whip. When thoroughly mixed deposit into baked pie shells immediately and allow to cool. Then top the pies with whipped cream.

Note: Be sure to use a high grade of rum for the best results.

Chocolate Angel Food

Our chocolate angel food cake has been cupping on the bottom of the cake. It is only the chocolate angel food cake that is giving us this trouble. Any help you can give us will be greatly appreciated.—C. A. S., Wis.

I have received your sample of chocolate angel food cake which you state is cupping on the bottom.

In general as I checked over your formula I find it to be perfectly satisfactory. However, I noted that it does not contain any salt. This formula should call for about 1½ oz. salt. I am giving you a formula that you may wish to try out.

It has been my experience that in making angel food in small pans that cupping is quite prevalent. However, I have found that adding from one to two ounces of flour to a formula calling for a quart of egg whites helps eliminate this difficulty.

CHOCOLATE ANGEL FOOD

Place in a machine kettle and beat on medium speed:

- 1 qt. egg whites
- ½ oz. salt
- ½ oz. cream of tartar

Add gradually:

- 1 lb. granulated sugar

When the mix holds a crease, add:

- 4 oz. cold water
- Vanilla flavor to suit

Sieve together three times and fold in carefully:

- 1 lb. granulated sugar
- 10 oz. cake flour
- 2 oz. cocoa

Pizza

Thank you so much for the formulas on the real rye bread and the hard rolls which we are working out satisfactorily.

Now, I have another problem: We make pizza which we serve hot. Our pizza is made in a bun pan, cut up in 28 pieces and sold. We operate 10 stores. We make up the pizza dough and deliver it within a 50-mile radius, and in the summer time we find the dough is much over-raised by the time it gets to the shops.

Could you give us a formula whereby we might make a dough that can be partly baked, or better still, one that can be frozen, that is, pizza dough made up and frozen?

We are also experiencing holes in our Italian bread. Can you tell us what causes this? Will you give us

your formula for Italian bread also? Thanks very much.—A. D. C., Ohio.

The following formula is the one we use with very good results. This dough may be partially baked, the same as Brown n' Serve rolls at a temperature of 275–300° F. I have never tried freezing this dough but cannot see any reason why this can't be done if it is possible to deliver the pizza pie under refrigeration.

I am also giving you a formula for making Italian bread as you requested. You state that you are experiencing holes in your Italian bread and would like to know the causes for this. There are about 45 different reasons for holes in bread, so it is pretty hard for me to tell you what could cause it. However, we find that a number of Italian bakers run their dough through a dough brake from 12–20 times.

PIZZA PIE DOUGH

- 7 lb. bread flour (high gluten)
- 2 oz. salt
- 2 oz. yeast
- 4 lb. water (variable)

Dough temperature 78° F. Allow to ferment and punch. Allow the dough to come up again and punch. Let rest for 15 min. Use 2–2½ lb. of dough per bun pan.

ITALIAN BREAD

- 25 lb. flour (high gluten)
- 15 lb. water (variable)
- 6 oz. yeast
- 1 oz. yeast food
- 4 oz. malt
- 8 oz. salt

Dough temperature 80° F. First punch about two hours. Second punch one hour. To the bench 30 min. later.

Got a Problem?

Use this coupon to tell your troubles to A. J. Vander Voort, nationally known production authority, head of the Dunwoody Baking School, technical editor of The American Baker. He will answer and analyze production problems without cost to you:

(Send samples of baked foods to A. J. Vander Voort, Dunwoody Industrial Institute, Minneapolis.) Address letters to:

The American Baker, P.O. Box 67, Minneapolis 1, Minnesota



Crusts & Crumbs

FROM THE EDITORIAL SLICER

By Carroll K. Michener

Food for Atomic Victims

The use of current farm surpluses to feed the multitudes evacuated from cities which might be atomic bomb targets has been suggested by the founder of the National Farm Chemurgic Council, Wheeler McMillen of New York City, editor-in-chief of the Farm Journal and chairman of the council's board.

Declaring that meeting the problem of surpluses "demands imaginative consideration and bold new thinking," Mr. McMillen told the council at its 19th annual meeting that the real answer lies in research in agricultural production and in processing, utilization and distribution. He said the government already is "embarrassed and perplexed" by vast accumulations of grain, cotton, oil, meal and butter which it has acquired "in compliance with ill-conceived legislation devised and passed by men who did not understand they were compounding and perpetuating a problem by leaving it unsolved."

Pointing to the possibility of an atomic bomb attack on this country, Mr. McMillen said the Civil Defense Administration has drawn elaborate plans to evacuate the populations of cities and "to pour them out over the countryside." But he asked:

"Have you seen any plans to feed these fleeing multitudes? Are they expected to satisfy their hunger at the roadside hot dog stands? Are farmers expected to ask them into their kitchens? If so, who is going to replenish the supplies and from where?"

Mr. McMillen proposed that great food depots be established in areas to which urban populations might flee. He said the chemurgic arts could be used and improved to dehydrate, compress, condense and freeze adequate stores of foods to round out civil defense.

"Then, even if we are bombed out, we shall not also be starved out," he said.

To prevent further surpluses, Mr. McMillen called on modern science in chemistry, physics, plant genetics and engineering to discover new and equally or more profitable crops for acres which must be planted to other crops. He proposed that the council, originally set up to promote greater use of agricultural products in industry, extend the purpose of the organization to plug for agricultural research and to distribute the results of this research.

Several decades ago, scented sandwiches were in vogue. Flower petals were placed between two slices of bread and left overnight.

OVEN GLOVE—When the jute industry lost the yeast bag trade to paper, bakers lost a valuable piece of equipment. The British Baking Industries Research Assn. asked the

Jute Research Assn. in Dundee to produce a heat-resisting oven glove.

It was a simple problem for jute research. Knowing the natural heat-resisting qualities of jute they simply inserted a layer of fat-defying material between two layers of ordinary untreated jute cloth.

This has proved entirely successful and all bakers have to do now is work out their own design for the gloves to be manufactured.

The amount of cloth required for gloves will be negligible, and will not compensate for the loss of the yeast bag trade, but the research job has given the jute industry an opportunity to prove its willingness to cooperate with any industry in finding new uses and improved methods for jute.—Bakers National Association Review, London.

It has been said many times that bread is the staff of life, and flour, of course, is still the principal ingredient of bread. Milling is the oldest profession in the world and one in which many fortunes have been made.—From a progress report published by a western Canadian milling company.

OLD BREAD MONOPOLY OF PARIS—One of the world's best examples of a "planned" and "controlled" economy is that of the bakery business in France from Roman times down to the year 1863.

Under Roman administration the bakers were organized into a corporation or guild. Records now available show that in the year 630, under the Ordinances of Dagobert II, and in 803 under Charlemagne these corporations were regulated by the govern-

ment. About 1200 Philippe Auguste forbade bakers outside of Paris to bring in their bread except on Saturdays—the day of the public retail market.

Under Louis XI, Philippe Le Bel, John the Good, and under the decrees of Parliament of 1637 came additional and more detailed regimentation of the bakery, the aim being always to guarantee to the public an abundance of bread. The bakery business was looked on pretty much as a public utility operated by private capital. So the state made it a monopoly in each city, regulating every detail of it, such as the size and price of the loaf, the quality, the kinds of bread made, and the size of the stock of flour to be kept on hand at all times. All this was done in the interest of the consumer.

These regimentations reached their climax in the time of the French Revolution, that is, about 1789 to 1794. The years 1792 to 1794 were the years of "sad scenes" in Paris—bread riots, the pillaging of the bread shops, long files of men and women night and day outside the doors of bakeries waiting to get sustenance for their families.

It was not until the year 1863 that the baking monopoly in Paris was abolished by decree of the Emperor Napoleon III.

SANITATION—A baker at Guildford, England, has been fined £15, about \$40 at the current rate of exchange, for selling a piece of pastry containing a dead mouse. In his defense, the baker said he would not try to excuse himself by pointing out that in the 1870-71 Siege of Paris people ate mice.



ATTRACTIVE DISPLAY—The Ward Baking Co., New York, featured the above baked goods department at the recent Supermarket Institute convention in Cleveland. According to R. A. Jackson, vice president of Ward, the display was enthusiastically received because of its attractiveness, spaciousness and economy. Canopy lighting and a high and wide bottom shelf are features of the display. The 20-ft. section shown here held 400 loaves of white bread on the bottom shelf and a total of over 1,300 pieces of bread and cake. The stand comes in 4-ft. sections.

Interest Grows in New Midwest Unit Of Plant Sanitarians

ST. LOUIS—Interest is growing in the new Midwest Section of the Association of Food Industry Sanitarians organized here this year. Organized officially April 7, the section actually had its start at a meeting which took place in St. Louis Feb. 24.

Guiding in this organization has been J. Carl Dawson, Ferguson (Mo.) Fumigants, a member of the AFIS membership committee, and Edward L. Holmes, American Sanitation Institute, of the publications committee. A formal petition to the national association for a sectional charter was drawn up April 7 and since has been accepted by the AFIS.

Twenty to twenty-five representatives of food plants in and around St. Louis have become members of the Midwest section and membership is open to any personnel in the area interested in sanitation work around food processing plants, Mr. Dawson said.

New officers of the section include Joseph E. Stiefferman, Walter Freund Bread Co., St. Louis, president; Harold Rakop, Switzer Candy Co., St. Louis, vice president, and Dale Blackwell, Union Starch and Refining Co., Granite City, Ill., secretary-treasurer. These officers together with Mr. Dawson and Mr. Holmes form the board of directors.

At the first regular monthly meeting April 28 Leonard Levin, St. Louis sanitation consultant, was the principal speaker. At the May 25 meeting William Schoenherr, chief entomologist, Lauhoff Grain Co., Danville, Ill., spoke. After a summer break, the meetings will be resumed in October and will continue at regular monthly intervals.

After meetings resume in the fall, it is expected that membership in the section will build up to close to 100. Anyone interested in membership is asked to communicate with the secretary for further details.

—BREAD IS THE STAFF OF LIFE—

AIB Sales Seminar Set for Oct. 16-28

CHICAGO—Oct. 16-28 has been set as the dates for the next sales management seminar, according to the American Institute of Baking.

The seminar is designed for the experienced bakery sales executive who wishes to become acquainted with new developments in subjects which affect the industry. The AIB, Northwestern University and the industry will provide the faculty. Seminar chairman will be Dr. Robert W. English, director of education, AIB.

Industry lecturers will include Al Forks, Holsum Baking Co., Fort Wayne, Ind.; George N. Graf, Quality Bakers of America, Inc.; Carl W. Steinhauer, Union Steel Products Co.; Walter Warrick, J. R. Short Milling Co.; Don F. Copell, Wagner Baking Corp.; Ralph S. Herman, General Mills, Inc., and John E. Lange, American Bakers Cooperative, Inc.

Limited registrations are permitted and all applications must be approved with the AIB, 400 East Ontario St., Chicago 11, prior to the opening of the seminar.

—BREAD IS THE STAFF OF LIFE—

CALIFORNIA OPEN HOUSE

SAN MATEO, CAL. — An open house was held recently at the new Holly Sugar Western Division offices in San Mateo, Cal.

The Allied Man's Place in the Baking Industry

By A. R. Fleischmann

EDITOR'S NOTE: The allied man represents an organization vital and necessary to the baking industry. Through the combined efforts of these allied men and the bakers, significant steps have been taken to strengthen the baking industry. The accompanying article on the place of the allied man in the baking industry is from a speech delivered by A. R. Fleischmann, Fleischmann Division, Standard Brands, Inc., at the Potomac States Bakers Assn. convention held in Baltimore.

"The Allied Man's Place in the Baking Industry" is a subject that should be right up my alley, because for years I have lived and breathed the life of an allied tradesman—and, please God, never hope to do anything else.

In order to get our "ducks in a row" at the start, let's first do a bit of analyzing and defining.

The Allied Man—Who Is He?

Let's take a look at the allied tradesman. Who is he? Broadly speaking, in the baking industry the allied man refers to a representative of any organization that serves the baker. Often he is spoken of as a peddler, or a supply man, or a supplier of ingredients, equipment and other commodities or services the baker needs in operating his business.

Although the baker needs the allied man, it is perhaps more obvious that the allied man needs the baker; because his livelihood depends on his sales to the baker.

Because of this interlocking situation, the allied man is actually an integral and important part of the baking industry. His success depends on the baker's success. For him to prosper, the baker must first prosper. Accordingly, the primary objective of every smart allied man is the progress of the individual baker and that of the industry as a whole.

Responsibility of Allied Man

Now that we have defined the "allied man," let us briefly analyze his responsibilities as they relate to the baker. It seems to me that these responsibilities fall into two major categories:

(1) His Products and Policies.

First, what about his products, his sales policy and practices? Today the conscientious allied tradesman makes sure that the commodity he sells will help the baker produce uniform, high-quality baked goods in an efficient manner. In selling his wares, the conscientious allied tradesman puts himself in the place of the baker and does not try to induce him to buy and use anything he would not buy and use if their situations were reversed.

This is just another way of saying that the conscientious allied man practices the Golden Rule in his relationship with the baker. It is just another way of citing one of the clauses in the published Code of Ethics of the Allied Trades of the Baking Industry, Inc.

(2) Service Responsibilities.

The second responsibility of the allied man to the baker is service. This service is two-fold: service to the individual baker who buys his

wares and service to the baking industry as a whole.

Let us consider these two types of service separately.

First—Service to the individual baker. This refers to the helpful suggestions and other types of assistance which the allied man may be in a position to render the baker directed toward such objectives as: (a) improved operating efficiency, (b) improved product quality and variety, (c) improved merchandising methods, all aimed to improve the individual baker's business and to increase the sale of his bakery products.

Second—Service to the industry as a whole. The duty of the allied man to promote the interest of the baking industry as a whole is as important as it is varied. He performs this function both as an individual allied tradesman and as a member of an organized group set up to serve the industry and to increase the sale and consumption of bakery products.

Allied Trades of the Baking Industry, Inc.

I'd like to make it clear that although I am very proud to have been for many years—and as a matter of fact, still am—a member of the Allied Trades Assn., my views are not as a representative of nor as a spokesman for the Allied Trades of the Baking Industry, Inc., but simply as an individual allied tradesman.

Typical of the chaotic days following World War I, the allied trades were not organized and, to say the least, the lack of organized effort directed toward a unified goal resulted in confusion.

Recognizing the situation in 1920, a baker from Mobile, Ala., Gordon Smith, well known and beloved by all of us, called a hurried meeting of some of his allied friends in Chattanooga, Tenn., for a fatherly but straight-from-the-shoulder warning.

That warning added up to the fact that if the baking industry's allied children didn't stop running in and out of the house blowing horns and pounding drums while the baking industry was trying to think, the heads

of the house were going to throw those obstreperous children the hell out of it! Or, to be more specific, the governing bodies of the bakery associations were going to toss them out of their conventions. Well, that's how the Allied Trades of the Baking Industry, Inc., was born, in the year 1920. And that's why Gordon Smith is recognized as its "daddy."

That was the "turning point," in the year 1920. I suppose one of the main reasons for these many subsequent years of peaceful and fruitful cooperation between the allied trades and the baker is the fact that both the tradesman and his baker brother have reached a more tolerant and understanding maturity.

Because after all, back in 1920 we were still comparative newcomers in the field of really "big" business. And we still had to learn that the same warning which applied to our young nation could be applied to a young industry. I refer, of course, to the words of Benjamin Franklin when he said: "United we stand—divided we fall!"

Another way of expressing that same idea is found in the saying: "Cooperation is strength!"

And that, appropriately enough, is the motto of the Allied Trades of the Baking Industry, Inc.—the specific organization that was founded as the result of the fateful meeting with Gordon Smith back in 1920.

True to its slogan "Cooperation Is Strength," the healthy growth of this association in the service of the baking industry is well illustrated by the fact that 14 short years after the allied man had been threatened with exclusion from bakery conventions, the officials of ABA found themselves so involved with NRA codes and other difficulties, that they depended on the Allied Trades of the Baking Industry, Inc., to plan and stage the entire national convention in the year 1934.

Prominent among the many services rendered by this association down through the past 35 years is organized assistance to local, state, sectional and national bakery associations in (a) securing members, (b)



A. R. Fleischmann

planning, organizing and operating meetings and conventions, (c) sponsoring special sessions at such meetings and obtaining outstanding personalities as key speakers.

Right now the Allied Trades of the Baking Industry, Inc., is organizing a special service group of some 400 men to assist in the operation of the Baking Industry Exposition to be held in Atlantic City next October.

Nation-Wide Promotion

Up to comparatively recent years, and before the inauguration of the Bakers of America Program, the job of nationally advertising bakers' bread and cake, the job of educating the public regarding the nutritional value of bread and its place in the diet, was done almost exclusively by allied companies.

In the early 1920's the company I represent used nationwide promotional campaigns employing such media as nationally popular magazines, car cards and billboards. Later the radio networks and special feature motion pictures were directed toward increasing the sale and consumption of bakers' products.

Those were the days when it was possible for a single allied company to take the ball for the entire baking industry and charge up and down the field scoring touchdowns against less opposition than is presented by the much more numerous and appealing competitive foods that are found in today's market.

But as the baking industry grew stronger, and competitive foods did likewise, bakers themselves naturally become restless sitting on the sidelines and watching what the dairy industry, the citrus industry and the meat industry were doing with these national promotional programs. They decided it was high time for the baking industry to get into the game to make an organized pitch for their rightful share of the consumer's three-pint stomach.

And so the baking industry formed its own team—the whistle blew and the Bakers of America Program got under way.

I'd like to pay just tribute to the American Bakers Assn. and the American Institute of Baking for this well organized nationwide program. It is a tremendous public education-



SERVICE AWARD—Weston Inglis (left), sales and advertising manager of the Gravem-Inglis Baking Co., Stockton, Cal., receives the bronze cowbell which is the symbol of the distinguished service award of the American Dairy Assn. of California. The presentation was made by Ross Wurm of the ADA in recognition especially of Gravem-Inglis' contribution to the dairy industry through a recent advertising campaign for Sunbeam Bread which emphasized the milk and butter contents of bread.

al job directed toward elevating the prestige of enriched bread and other bakery products in the mind of the consuming public.

It is a program which not only supports the baking industry of today, but one which builds for a healthier industry tomorrow. It well warrants the physical and financial backing of everyone.

To accomplish its goal, the battle must be fought on all fronts; locally at the state or sectional level as well as nationally, with emphasis on close, well-coordinated cooperation between all three for the sake of the individual baker and for the good of the industry as a whole.

Today's Organized "Team-Play"

Accordingly, the success of the Bakers of America Program calls for diligent, whole-hearted cooperation on the part of the individual baker, bakery associations, the individual allied company, the allied associations and the individual allied man himself.

Today they all are members of a balanced team whose aggressive offensive and defensive teamwork is the kind of teamwork that is needed in order to score in the face of increasingly keen competition and increasingly complex merchandising problems.

As already indicated, the Allied Trades of the Baking Industry, Inc., is an important member of this team and is playing its part well.

Royal Order of Loyal Loafers

A younger member of the team, made up of over 1,200 volunteer workers comprising both bakers and allied men from all over the country, is known as the Royal Order of Loyal Loafers. It was conceived about two years ago and is now being spearheaded by George Graf, who is known as Head Loafer, and it has been turning in a wonderful job.

Its effort has been directed toward the effective distribution and utilization of the educational material of the Bakers of America Program—driving home in a sound, convincing manner the true nutritional story of enriched bread. The Loyal Loafers have aimed this effective ammunition at doctors, educators and home economists, who are major forces in moulding favorable public opinion and public eating habits and have such an important bearing on the sale of bakery products today and tomorrow.

Cooperation Achieves Results

Let's take, as an example of the miracles that can be wrought through cooperation of allied men and their baker friends, the enrichment of white bread, back in 1941. There you had cooperative effort all the way down the line.

On an over-all basis, there was the completely unprecedented cooperation between science, government and the baking industry in the conception of this trail-blazing nutritional project.

Then, after the idea of enrichment had been accepted, there were the tremendous cooperative efforts within the baking industry that translated the intellectual conception into practical reality. For example, the cooperation between the bakers and the allied companies whose production of enrichment factors made the whole program economically feasible.

Finally, after enriched bread had become a practical fact, there was the cooperation between the baking industry and its allied companies in

a truly gigantic effort to "sell" this completely new concept to the consuming American public.

It is my humble opinion that this cooperative effort has sold a large majority of American homemakers on the fact that enriched bread is a very special kind of bread that is especially good for them and for their families.

They now know that today's staff of life contains added vitamins and iron and they are much less likely to fall for any false denunciation of white bread by the food faddist or "crack-pot."

"Good Breakfast—Good Morning"

Another and more recent example of cooperation between the baking industry and its allied trades can be found in the current "Good Breakfast Means Good Morning" campaign of the Bakers of America Program.

In this case you start with cooperation among the member bakers who sponsor the basic campaign itself. Then you have the cooperation of the allied companies who plan to carry the "Good Breakfast" message to every corner of the country through every available medium.

Incidentally, the emphasis on breakfast "variety" in the 1955 "Good Breakfast" campaign should stimulate still further cooperation on the part of such worthy allies to the baking industry as the nation's grocers and restaurant operators—many of whom can be expected to help promote the "Good Breakfast Means Good Morning" program in their stores and restaurants.

Cooperation

The allied man's responsibility to the baking industry is not confined to his efforts to help mould public opinion in the right direction.

Another problem that calls for the combined efforts of the baker and his allied trades brother is the recruitment and proper training of future bakery production specialists.

In the opinion of many baking industry leaders, this is one of the most acute present day problems and it is one that is not confined to the baking industry.

However, it is not my purpose to be an alarmist about this situation and there is cause for congratulations on the steps that have been taken in recent years to alleviate it. I refer to the growth in the facilities and scope of specialized

schools on baking, such as the American Institute of Baking and the Dunwoody Institute; to the courses in the art and science of baking which have been established at several of our colleges and universities, and to the increased bakery training facilities in our vocational high schools and trade schools.

In this connection, the Allied Trades of the Baking Industry, Inc., recently published and is now distributing a 19-page Handbook on Baking Schools. This booklet describes the facilities of the major schools of baking, outlines the courses offered, tuition and method of applying for enrollment.

This excellent job has been, and continues to be, a big help in encouraging young men to secure the essential training that our schools of baking offer.

Results of Allied Research

Any story of the allied man's place (or rather the allied company's place) in the baking industry would not be complete without mentioning the results of continuous industrial research on the part of various allied concerns.

Many can well remember when no really satisfactory "rope and mold" inhibitor was available, and when the excellent type of non-fat dry milk solids generally used today had yet to be developed. These and many other improved ingredients designed to do a better specific job for the baker, as well as the improved streamlined automatic equipment now used in the efficient production of bread and other bakery products, are only a few examples of the fruits of research conducted by allied concerns.

Sure enough, the primary objective of such research was not pure philanthropy. In the competitive scheme of things, such research was and is a commercial necessity. But fortunately, like a two-way street, it spelled progress for the baker as well as for the allied supplier.

Such innovations as "Brown 'n' Serve" also represent a real service to the industry, and I venture to predict that within the next few years, allied research will make even greater strides forward—all directed toward a better industry tomorrow.

Thus far I have tried to pinpoint some of the activities of the allied man that justify his claim to active

92 CAKE OFFERS

BROOKLYN—When Harold (Pee-wee) Reese, shortstop for Brooklyn in the National League was to be honored on his 36th birthday and 11 years with the club, 92 offers to supply a birthday cake were received. The offer of a Brooklyn bakers' union to provide a huge birthday cake was finally accepted. The cake was presented to Reese during a special "Reese night" at Brooklyn July 23.

and helpful membership in the baking industry.

I would be remiss indeed if I failed to mention with emphasis the important part played by the bakery trade press in the development of the industry. Because the bakery trade press is not just the business newspaper of the industry. It is much more. It is a continuous source of useful and scientific information on production, selling and merchandising.

Representatives of the trade press have assisted in every worthwhile allied program. Representatives of the trade press have unstintingly participated in bakers' meetings and conventions.

To my way of thinking, the baking industry is fortunate indeed to have such a strong and active ally in the form of the bakery trade press. It has rendered, is rendering and I'm sure will continue to render, services of inestimable value to the baker. We salute its accomplishment. It well deserves our grateful support.

Allied Man—Partner in Progress

We of the allied trades are grateful to the baking industry which makes our existence possible and on which our livelihood depends.

But to the allied man who has the interest of the industry at heart and who strives to serve that industry in every possible way, there comes "something" much more priceless than monetary reward.

That "something" is the lasting satisfaction of a job well done—that "something" is the acquisition of true and lasting friendships, which, after all, make the game worth playing and playing hard.

None of us can "go it alone." This is just as true in the baking industry as it is in our national and international affairs. We need our allies. They need us. It is right and proper that it should be this way. Let us keep it this way. It will mean a better tomorrow for all of us.

The allied man is definitely a part of the baking industry. He is an ambassador of good will. He is the baker's "Partner in Progress."

—BREAD IS THE STAFF OF LIFE—

Court Backs Messing In Cornell Bread Case

NEW YORK — Use of the name "Cornell Recipe Bread" with trademark registration by Messing Bakeries, Inc., Brooklyn, was sustained subject to a minor modification by the New York Court of Appeals recently.

The court affirmed a decision of the appellate division on the rights of Messing Bakeries as the pioneer in the sale of "Cornell Recipe Bread." It was held that Messing was in substantial compliance with the stated requirements of Cornell University for the use of the name.

The bakery will continue to supply "Cornell Recipe Bread" under that name with protection of trademark laws effective in its marketing area.



BILLINGS CELEBRATES—Picnic month and a welcome to the Eddy Baking Co. to the Billings, Mont., market were the big attractions at a recent meeting of the Billings Bakers Assn. Billings bakers were asked to give their full support to "July Is Picnic Month" and the slogan was seen prominently throughout the city. Pictured here, from the left: William Kluseman, manager of the Eddy plant in Billings; Joseph McVey, vice president of Eddy; Peter L. Verduin, manager of the Sweetheart Baking Co. plant at Billings; Earl Knight, mayor of Billings; E. J. O'Connell, president of Eddy; Mrs. Kemp, and Norris Gallea, Rolling Pin Bakeries. Standing is Eugene Lissa, Lissa Brothers Bakery, president of the Billings Bakers Assn.

Bakery Merchandising

AUGUST is

SANDWICH MONTH

AUGUST THE WHEAT FLOUR INSTITUTE 309 W. Jackson Blvd., Chicago 6

AUGUST—MONTH OF QUICK-FIX MEALS

Now
**LET MIGHTY MR. SANDWICH
SELL NEW AUGUST LINEAGE!**

**Make Sandwich Supreme
— As King of All Foods**

**This Year Climb Aboard The Biggest All-Foods Promotion of 1955—
"August-Is-Sandwich Time—National Sandwich Month"**

PUBLICITY—A section of a publicity piece prepared by the Wheat Flour Institute for the nation's bakers and other groups supporting National Sandwich Month is shown here.

Nationwide Support Given as

Sandwich Month Promotion Hits Full Stride

Advertising volume punching at the sandwich meal theme will reach its peak this month, reminds the Wheat Flour Institute, in urging bakers to join the nationwide food promotion.

August is named National Sandwich Month in recognition of the more than 90 million sandwiches served daily in American homes and restaurants. More than 300 participant-sponsors of Sandwich Month advertisers are helping make this promotion successful, says John J. Sherlock, director of WFI merchandising and promotion.

The WFI has prepared a kit, designed as a special sales tool to help retailers make the most—profit-wise—out of the sandwich month theme.

The kit contains such valuable suggestions as family menus, sandwich quiz, publicity stories, eat-out ideas, simple sandwich tricks, picnic and

barbecue ideas and ways of using sandwiches to please the kiddies, dad and the office worker. Scores of ideas and suggestions for local advertising also are included.

Companies and organizations representing more than 25,000 retail grocery or chain store outlets have disclosed plans for supporting Sandwich Month at the consumer level. Additional thousands of stores will be reached by food company salesmen numbering in excess of an estimated 60,000.

The entire restaurant industry has been alerted to the merchandising potential of Sandwich Time by the National Restaurant Assn.

Buffet Breads

"Buffet breads," a two-page, four-color feature timed to tie in with

sandwich month appeared in Look which went on sale July 26.

The Look article suggests centerpiece arrangements starring loaves of bread. The centers have been cut out and filled with smaller sandwiches or with various sandwich spreads. Fillings include fresh and canned meats, fish, cheese, vegetables and fruits.

8-Page Treatment

The August issue of Woman's Home Companion features a beach picnic scene on the front cover and inside, from pages 99 through 107 is an article entitled, "How to Plan a Wonder Picnic." It covers outdoor meals for along the way, at the weekend cabin, at the beach and in a nearby park. Sandwiches are featured throughout.

5 Years on TV and Still Going Strong

After five years of continuous performance, the TV advertising program of the Charles Freihofer Baking Co., Albany, N.Y., is still going strong.

The Freihofer program is built around the "Freddy Freihofer" idea, constituting the adventures of a rabbit by this name and his many animal friends, such as Squeaky Mouse, Mr. Horse, Mr. Bear, Loinus Pig, Mr. Turtle and Thomas Catsup Cat. "Freddy" always gets into adventures that leave him in the midst of excitement at the end of the program, thus creating suspense for the following program. The show is seen over WRGB, Schenectady, N.Y.

—BREAD IS THE STAFF OF LIFE— \$150,000 EXPANSION

TUSCALOOSA, ALA.—Work has begun on a Hardin Bakery expansion program at 15th St., Tuscaloosa, Ala., for which the firm took out a \$150,000 building permit recently.

Louisville Bakery Test Markets Foil-Wrapped Bread

LOUISVILLE—In cooperation with Reynolds Metals Co., which developed the wrap, Grocers Baking Co. here is test marketing a new foil-wrapped loaf of bread in the Lexington, Ky., market.

The bread is packaged in colorfully printed aluminum foil and sells at a 2¢ premium over the company's regular bread. Informal reports indicate that the Lexington test has resulted in sales of some 6,000 loaves a day without any appreciable reduction in sale of other bread.

—BREAD IS THE STAFF OF LIFE—

Minnesota Survey on Bread, Flour Completed

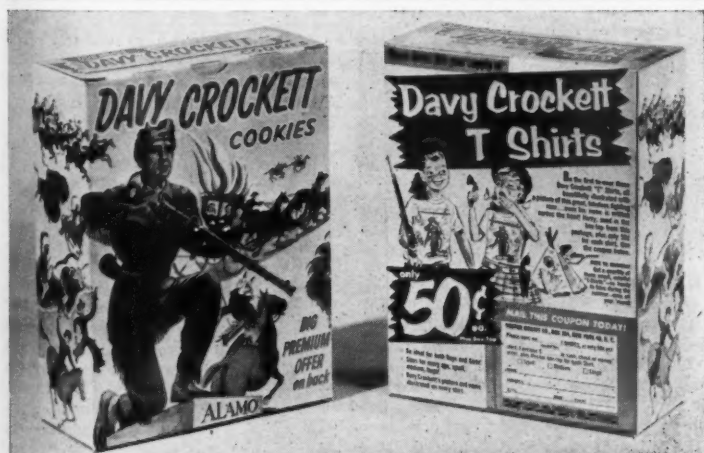
MINNEAPOLIS—Eighty-five percent of the people of Minnesota buy regular white bread, according to a survey conducted by the Minneapolis Star & Tribune research department.

The state-wide percentage is somewhat below the Hennepin County (Minneapolis) average where 92% of persons polled said they bought regular white bread.

The women who said they bought their bread exclusively totaled 59%; 9% baked their bread exclusively and 32% said they both baked and bought bread. In Hennepin county 79% of the women said they bought their bread exclusively, and 19% both bought and baked bread.

Packaged cookies were purchased by 62% of the state's housewives; 96% bought soda crackers; 75% said they bought graham crackers; 89% bought cake mix and 59% bought pancake mix.

Of those who bought flour 32% said they bought 5-lb. bags; 23% bought 10-lb. bags; 19% bought 25-lb. bags and 22% bought 50-lb. bags. Nearly everyone—98%—made purchases of regular all-purpose flour.



SALESMAN DAVY—Davy Crockett, hero of the Alamo, king of the wild frontier and current idol of countless children, rides again—this time pushing sale of cookies. The cookies are packaged in a new five-color paperboard carton produced by Alford Cartons, Ridgefield Park, N.J., for Weston Biscuit Co., Passaic, N.J. Davy is pictured on the front panel against a background of Wild West action complete with cowboys and Indians. The back panel provides copy for a Davy Crockett "T" shirt offer.



A ROOF—The Tarrant Biscuit Co., Ft. Worth, Texas, recently adopted a new cookie bag to package its Ranch House brand butterscotch coconut cookies. The new duplex cellophane and paper bag personifies the old saying: "Raise the roof." The roof of the ranch house illustrated on the bag can be raised and below is a cellophane window which allows the consumer to peek at the packaged cookies. Milprint, Inc., designed and produces the package.

First Aid For ADVERTISING

Q. We would like our TV commercials to be more effective. What are the pointers for TV advertising?—T. D., Cleveland.

A. The prime advantage of TV commercials is the visual factor, so make the most of it. Show your product. Insist upon more showing, less talking. One baker had splendid results with his commercial: "This is the way we bake a cake," showing the processes, emphasizing skill, cleanliness, finest ingredients, built around the nursery rhyme. Another baker has the announcer hold the cake, cut it, etc., while the sales talk is given. Another current commercial is of the cartoon-type of the theme, "The bread baked while you sleep," in order to have it "oven-fresh" for breakfast. (Of course, lots of it is, but the customer didn't know it until this baker stressed this in his TV commercials.) You can find many "showing" ideas of your own, and they will all do more selling than the printed announcement of "buy blank at blank." One producing program is Home Entertaining, featuring, of course bakery products—the ease, the economy features—with delivery by the bakery.

Q. We've tried several of the window display ideas you suggested, and they were extremely low in cost and profitable in getting customers into our store. We desire some more suggestions for after-Christmas use.—P. L., Indianapolis, Ind.

A. Children's toys often provide effective additions for inexpensive window display. A small wagon for "A Wagon Full of Goodness," a small wheelbarrow, A-B-C blocks for pedestal displays (the large kind of blocks) all can give you a start. One bakery reports using an assortment of children's toys for the theme of "More Play Time When You Serve. . ." Children's drums, bugles, etc., serve as props for your products for July 4th windows, or for the February Washington and Lincoln patriotic days. March brings several days, with the St. Patrick's day a favorite for adding sales. The wearin' of the green window has been done with large dolls (the yarn haired type with hair dyed green) in green outfits. Another selling theme is the luck of the Irish is yours today, with window display of various good luck charms against green and white background and an attractive showing of your current specials.

Q. We'd like some tips for building some point-of-purchase displays. Our budget is limited and we don't have too much floor space.—H. T., Baltimore.

A. First, elaborate displays are not necessary to sell goods. Getting the goods out front where it gets attention, creating a desire to own and to buy with the emphasis upon neatness and cleanliness will give you a start. Always keep a display informal, with a starter gap. Women usually hesitate to ruin a perfect display. Use bins, a jumble basket, table tops, or children's toys such as a wagon or wheelbarrow. Another important thing is to have the price on all sides of your display. When working on a limited budget, many retail outlets have found it profitable to use much of the free display (or low cost) material furnished by various companies. Some reports say that lifting the product to eye level, moving the products to an island, to an aisle end, to the checkout counter or the cash register help to gain more attention from the customer.

Q. Our newspaper ran two of our advertisements with incorrect copy. Is there anything we can do about it?—W. S., Indianapolis, Ind.

A. Generally, there is nothing much you can do except to avoid it in the future by a careful check of the ad proofs before publication. Sometimes a newspaper will do a re-run of the ads without charge, or give you a reduced rate for the ones that were run, but that is about all that can be done.

Q. Quite often, the media salesmen talk about milline and agate rates. We understand agate but we're confused about milline and what it means to us.—H. D., Chicago, Ill.

A. As you know, the agate line is the common measurement for newspaper advertising. This is one fourteenth of an inch deep across the column or 14 lines to a column inch. This makes it possible to buy any portion of a column inch and compute the costs accurately. The milline rate is used by the salesmen in comparing one newspaper with another newspaper. This is the price charged for a million circulation of one agate line. It is another way of showing what you are paying per regular and potential customer for the ads.

Jelly-in-a-Tube Teamed with Bread By Pennsylvania Door-to-Door Bakery

NEW HOLLAND, PA. — Door-to-door bread deliveries in Pennsylvania's historic Lancaster County are being bolstered by sideline sales of spread-type foods packaged in fold-up metal tubes.

In a unique plan for greater family convenience in food buying, two food firms in the state have introduced 6-oz. metal tubes of apple-raspberry jelly throughout Lancaster and parts of neighboring Chester County.

The jelly, packaged by C. H. Musselman Co., Biglerville, is being delivered by the driver-salesmen of Wright's Bakery of New Holland. Wright's is the oldest commercial bakery in the county, having been founded in 1880, and is now operated by the fifth generation of the same family.

The idea for the Lancaster operation was generated last April in Chicago at the National Packaging Exposition. There, thousands of 1-oz. tubes of jelly were distributed to packaging experts attending the huge exposition.

The possibilities of this type of packaging, not only for jellies but for other spread-type foods, immediately drew the interest of food packers. As a result, growers and processors of a variety of foods have been exploring the use of metal tubes for such items as fish, meat and cheese spreads, peanut butter and other products.

Public acceptance of the new trend in food packaging was also assured during the time of the Chicago exposition when the jelly-in-a-tube was served at the breakfast tables of a number of leading hotels and restaurants.

European food processors have been marketing a wide variety of foods and condiments in metal tubes for years.

In Switzerland, for instance, 90% of all mustard sold to consumers is packaged in this manner. Cream

cheese and butter also are available in tubes.

Sweden, with a population of 7½ million equally divided between urban and rural dwellers, has a wide range of products in fold-up containers. Other European countries also package large amounts of food in collapsible metal tubes, and they are a familiar sight to touring Americans.

—BREAD IS THE STAFF OF LIFE—

Bakery Saleswomen's Conference Held by Pennsylvania Group

PITTSBURGH — Five hundred sales girls and their employers attended a sales girls' conference, held recently at the South High School Auditorium here. It was presented by the Retail Master Bakers Association of Western Pennsylvania in conjunction with Standard Brands, Inc.

"Moving Baked Foods the Last Three Feet," was the topic of Mrs. Henry Arnold, president of the Associated Bakers of Eastern Michigan and operator of a successful bakery at Midland, Mich.

Mrs. Arnold said she was greatly impressed with the quality of the merchandise and the modern stores in the Pittsburgh area. She stated that there is nothing new in selling but that saleswomen sometimes don't practice the things they already know. She stressed that girls develop personality in selling and should try to anticipate the customer's desires in advance and be sincere and helpful.

"Big Things Are Coming," was the topic of Donald Wilde, Wilde Bakery, who heads the bakery advertising committee. Mr. Wilde stated that both radio and television will be employed in the programs and advised each member to tie in with the program in their own stores to gain maximum results. This program, he stated, would be for a trial period of six months and is paid by the association. If the program meets with success the members will be asked to raise money to keep the program going.

The Ladies Auxiliary of the Retail Master Bakers Association of Western Pennsylvania arranged for a panel discussion by sales women and bakery managers. Mrs. Laura Mae Mantsch, Blue Bonnett Bakery, Brookline, was chairman.

Paul Baker, Jenny Lee Bakery, McKees Rocks, president of the Western Pennsylvania group, was moderator of this part of the program.

Drawing for the door prizes was conducted by Ernest Gysegem, Gysegem's Quality Bakery, Charleroi, chairman of the meeting and master of ceremonies of the program. The first prize was a weekend in New York City for two with all expenses paid. This prize was awarded by the association and Standard Brands, Inc., to Mrs. Jean Livingston, an employee of David Hyland, Zottens Bakery, McKeesport.

—BREAD IS THE STAFF OF LIFE—

RETIRES

SAN LEANDRO, CAL. — Elmore D. Lake, chief art director of Western Waxed Paper Division, Crown Zellerbach Corp. at San Leandro, Cal., for over 35 years, has retired.



DUTCH TREAT—Jelly in a fold-up metal tube is being sold door-to-door with bread in Pennsylvania. It started in historic Lancaster County (Pa.), the heart of the Pennsylvania Dutch country. Here Mrs. John Hornling of Ephrata, Pa., a Mennonite, buys her first tube of the jelly from bakery route man Clarence Kilhefner. Her son, John, Jr., 3, waits to try it out. Wright's Bakery of New Holland and C. H. Musselman Co., Biglerville, are cooperating in the pioneer test. Other spread-type foods, such as fish and meat pastes, cheeses, mustard, mayonnaise and honey are expected to be packaged in metal tubes.

Sales Results Gratifying

Change in Wrappers Gives Sales Crew "Something to Talk About"

Considerable sales enthusiasm and—something even more important—a higher sales volume is attributed to a change in wrappers, according to officials of the Atlas Baking Co., Richmond, Va.

The story of these achievements appeared in a recent issue of "Packages & People," a publication of the E. I. du Pont de Nemours & Co. (Inc.).

The campaign, built around the change in wrappers, began last March when the redesigned wrapper was put on the company's large white loaf. Tom Herbert, president of Atlas, explains the promotion in this manner: "To boost our sales we needed something 'extra' to sell—something to 'set-off' our bread from all others."

The new wrapper was proposed and immediately the company went about drafting a merchandising campaign "as our limited budget would allow," the article states.

The article continues:

The Campaign Kickoff

Two weeks before the kickoff time, Atlas began drumming up interest with a teaser campaign. Billboards and newspapers featured the familiar checkerboard pattern of Mother Herbert's old wrapper with teaser copy. In the case of newspapers, new copy appeared every day.

On March 4, the loaf hit the market. A half-page ad using a striking combination of red and black gave the full story to newspaper audiences. Teaser copy on outdoor posters gave way to a gigantic picture of Mother Herbert's white loaf in its new wrapper headlined "Here it is."

Extensive use of radio advertising proved highly successful. Aside from spot commercials at station breaks, Atlas engaged one of the top local personalities to conduct live street interviews. The sample loaves of bread given away in conjunction with the show acted as walking commercials for the new package. Radio tie-ins where local grocers had an opportunity to mention their feature of the week proved to be very helpful in obtaining cooperation on displays.

TV spots between shows like "Howdy Doody" and Dave Garroway; shelf tuck-in cards displayed throughout

stores; helium filled balloons calling attention to displays; and "thank you" letters for grocer cooperation rounded out the merchandising picture.

"Sales results," according to Mr. Herbert, "have been very gratifying . . ."

"Now that our salesmen have something new to talk about, we have a real 'fighting force' that we never had before. We also found a big drop in stale returns."

"Naturally, we have had a continuous program of advertising and promotion since last March. We plan to maintain the high rate of enthusiasm among our salesmen, grocers and the buying public."

—BREAD IS THE STAFF OF LIFE—

Chicago Bakers Courtesy Club Outing Big Success

CHICAGO—More than 100 members and guests turned out for the 27th annual outing of the Bakers Courtesy Club, held at the Rolling Green Country Club July 28. Besides the customary golf, horseshoes, good fellowship and friendliness, a buffet luncheon and a banquet also were served.

Top golfer of the day was Hunter Brown, Chapman & Smith Co., who shot a low gross of 69. Following with a low net of 69 was C. D. Sanderson, Pillsbury Mills, Inc. Taking the first prize in horseshoes was P. E. Minton, American Molasses Co. The first non-participant prize was awarded to T. A. Dillon, Ekco Products Co.

Presiding at the banquet was George J. Siml, Siml & Sowles. John A. Klutsch, Chapman & Smith Co., distributed the prizes.

—BREAD IS THE STAFF OF LIFE—

BREAD PRICE CUT

DES MOINES, IOWA—Four Des Moines bakeries have announced wholesale bread price cuts from 18½¢ to 17¢ a loaf. The companies are the Ungles Baking Co., Colonial Baking Co., Schulze Baking Co. and the Wonder Bread Bakery. The reductions were on regular white and sandwich bread.



RINGING THE cash register

MERCHANDISING HINTS FOR THE RETAIL BAKER

Make Signs Big, Bright

"Make 'er red, white and big." That should be the order for you to issue when you want some lettering on your delivery truck. Don't hide your store name, or brand in small, hard-to-read letters. The same suggestion applies to all signs, whether they are on trucks, the store front or on a display. Don't make sign reading difficult for the prospect. Make sure he understands at first glance what business you are in. He expects it of all sound merchandisers.

Give Them A Ring

One retailer states that over a period of time he has collected a list of names and telephone numbers of customers who would like to be called when he has a special item or product available. On slow days, when the salesmen are not very busy, he has them call each customer personally and inquire if they would like to have an order of this special item placed aside for them to pick up at a certain time.

Biggest Challenge

Personnel—adequately trained for selling—is called by many industries as the biggest challenge to expansion. A spokesman for one industry claims that the greatest advances will come in the field of "people." Better selection and better training of people will become the No. 1 "must" for the forward looking operator. "People in quantity" must take a back seat to "people of quality." He says, "We will have to appraise our selection systems and our training programs. We will have to expand our formal education facilities and we will have to find a better recipe to blend these two into an over-all program from whose hopper we will be able to feed a continuous stream of qualified personnel into our operations."

Poor Planners

In a recent survey, citing the experiences of 180 companies, the American Management Assn. found that aside from failure to produce satisfactory sales, the single weakness in salesmen's overall job performance was poor planning and organization of time and effort. Other faults uncovered were: Lack of effort, ambition, aggressiveness, stamina and motivation. The effectiveness of the old-fashioned interview has not been replaced by aptitude tests, personality profiles and other new devices, the association report stated.

Discussions pro and con concerning stamps, give-aways and circus promotions continue in various industries. One merchant in favor can readily be offset by another who has nothing but disdain for give-aways. One school of thought is that if the merchant is in a position where he is forced into using such a feature it is better to put all the ammunition into one truly outstanding offer, rather than having a lot of special features, none of which taken by itself is truly unique. In this manner, it is argued, the sales staff can easily understand the offer and concentrate on it more than if there were a dozen features. . . . Another views with some misgivings the expense for promotions: "If we are going to continue on stamps, give-aways and circus promotions, they have to cost money, and whether the temporary gains are going to be lasting is something that only the future can show. I cannot see how these extra expenses are not necessarily going to have to reflect themselves in higher prices. Those who are not going to indulge or who are using the type of plan which enables them to shut it off at any time will be in a more favorable position over a long period of time."

Give-Aways, Pro and Con

Anniversary Promotion

For an anniversary promotion you might try using a number symbol in your advertising and special events. One dealer who had been in business 11 years used the number 11 all through his anniversary celebration. He held a contest to guess how many pennies were in a bag; he had 1,111 pennies in the bag and gave away 11 prizes for the estimates that were closest. He gave an 11% discount on one type of sweet roll for 11 days. The idea was a natural—just like seven or eleven.



SAN DIEGO SIGN—The Kenwood Cake Division of Safeway Stores (Oakland, Cal.) is making its initial venture into outdoor advertising with this giant cutout walnut fudge curtsy cake on a huge new painted bulletin maintained in San Diego. The bulletin, with its cutouts of the cake itself and a colonial maid registering approval after a taste, will be rotated to various locations in the San Diego area. Poster showings in Los Angeles, Long Beach and San Diego will supplement the painted display for Kenwood.

Food Quacks

Harvard Nutritionists Say Money Main Aim of "Food Specialists"

CAMBRIDGE, MASS.—Beware of the "food specialists," "health teachers," "natural farmers" and food fakers. So say Dr. Frederick J. Stare and Julia A. Shea in a forceful discussion of the damage which can be caused by the food quacks peddling their own special products.

Basically, the food quack's aim is money and, since he lacks a code of ethics, he plays upon human frailties to get it, the two wrote in the July, 1955, issue of McCall's magazine.

Dr. Stare is head of the department of nutrition at Harvard University and Julia A. Shea is also a member of the same department.

The article states:

"Parading under the banner of friend to the common man, food quacks would have us believe that our soil is worn out, our food worthless and all our people sick. The solution? Send for their new book at the special price, or the vitamin-and-mineral tonic with the improved formula, or the special wheat flour ground with stones aged since the Civil War.

"Nonsense! Look around you.

Life Expectancy of 70 Years

"A child born today may look forward to 70 years of life. Compare this with the 50 years of a little more than a generation ago. The successful cooperation of agriculture, industry and the medical profession has produced a nation of healthy people blessed with the best food supply in the world. These great advances are real—they can be seen and measured in healthy children, in old folks living to become an increasingly large segment of our population, in the attractive displays of nutritious, tasty foods available the year round in every market in this country.

"But this progress is endangered by pseudoscientists who call themselves 'food specialists,' 'health teachers' or 'natural farmers.' They are all food fakers, preying on people's emotions and on the eagerness with which some unfortunate individuals grasp at a magic solution to their troubles. Do you want to be stronger or thinner or both or what? Are you sick in body or spirit? These charlatans have the answer to your problems!

Quack's Prices High

"There have always been food quacks and perhaps there always will be. But times change, and the old-time medicine man who hawked his wares in the town square has given way to the eloquent 'food specialist' who sends his ill-founded health sermon over the air waves or writes a book. Prices change, too: the \$1 bottle of body-builder is now a \$5 package of health food or even a series of lectures at a hundred-dollar fee. Today's faker hasn't been standing still while the rest of the world progressed, and he's gained polish with the years. He is short on knowledge but long on salesmanship. Basically his aim is money, and he plays upon human frailties to get it. Unhindered by scientific facts or a code of ethics, he has the 'answer' to all man's ills—for a price.

"And what is the price? Money in the quack's pocket, yes, but the tragic price is what happens to the individual who pays the money. At best he has thrown his money away. More likely he subjects himself to a weird

diet, often a nutritionally unsound one, in the hope of becoming a superman or of regaining his health. Or he may delay seeking competent medical treatment. Or he may dose himself with harmful drugs in the vain hope of reducing without dieting.

Half the Price

"Not all food fads are harmful. Yogurt, wheat germ, stone-ground flour are good. If you like them, eat them. But don't think they are wonder foods. A good varied diet available from foods that any grocery store can provide will produce just as good nutritional health as any and all 'health foods' and 'natural foods'—at half the price.

"Refined and processed foods are a favorite target of the 'food specialist,' who would have us believe these foods are not nutritious. Actually, we get as much food value from refined foods which have been enriched as from natural foods, and sometimes more. This is not to say that enriched white bread is better than brown bread or vice versa. For all practical purposes, in typical American diets, they are identical in food value. Choose which ever tastes better to you.

"Remember, the food quack has something to sell. It may be a book, a magazine, a series of health talks, a special food preparation. Whatever it is, he's out to line his pocket with your money. He may deliberately misrepresent the value of his special food; he may misinterpret medical research. In any event, he plays on your emotions and desires.

"Don't be taken in. No one food is essential to health. Some 60 specific nutrients are, and by eating a varied diet you will get them."

Omaha Bread 20c

OMAHA—The retail price of the 20-ounce loaf of white bread has dropped from 22¢ to 20¢ here.

The reduction followed a wholesale price cut from 18½¢ to 17¢. The reductions did not apply to dark or specialty breads.

The retail price had been 22¢ since November, 1953.

WESTON VICE PRESIDENTS

NEW YORK—Kenneth S. Mortson, David O. Clark and Heaton Goff have been elected vice presidents of the Weston Biscuit Co., Inc., it was announced by J. C. McMullen, president of the company.

Dr. W. H. Sebrell, Jr., Accepts Cancer Society Position

WASHINGTON — Dr. W. H. Sebrell, Jr., has resigned as director of the National Institutes of Health and assistant surgeon general, U.S. Public Health Service, to accept an appointment to the research staff of the American Cancer Society.

Dr. Sebrell entered the U.S. Public Health Service in 1925, when he received the M.D. degree from the University of Virginia Medical School. Following his internship and further study, he began a productive research career at the laboratory that was later to become the National Institutes of Health. He was a member of the Public Health Service team that established the dietary origin,

Food Official Sees Birth of Major Market

The great American population boom is expected to play a large part in the growth of Duncan Hines foods during the next 20 years, according to Hines-Park Foods, Inc., Ithaca, N.Y., officials in their report to the annual meeting of stockholders here. Hines-Park Foods licenses manufacturers of Duncan Hines brand foods.

The optimistic prediction was based on the dramatic rise in births in this country and the tremendous long-term implications of this new American phenomenon.

Roy H. Park, president, noted that since 1945 births have exceeded 3 million per year and 1954 is expected to be the first year in our history in which live births top the 4 million mark. The trend toward larger families, Mr. Park observed, has contributed to this increase.

The company president explained in his report that the current population of the U.S. is estimated to be at 163.5 million. Greatest gain has been in the years since 1951 when the population jumped by 9 million—or the equivalent of the total growth in the decade from 1930 to 1940. Based on the present trend, Mr. Park said company forecasters agree with the prediction that 1975 may see 210 million people in this country.

"With this increased population," Mr. Park stated, "will come economic growth. This will include a larger national marketbasket. According to the U.S. Department of Agriculture, by 1975 farm economy will be strained to supply the expected population with food and fibers." His company expects the nation's food market will undergo radical change in the next five years.

"We figure," the company spokesman reported, "that as the 33 million babies born in the last nine years turn into adolescents they will become our market. In the decade after 1960 they will form families and have their own children."

Mr. Park also revealed that the growth in population will have other economic effects over the long run which will raise the level of the national income. He said company planners expect this will mean a greater portion of the food dollar will go toward upgrading the diet of the average American family. The 50-year trend toward upgrading the American diet was reviewed, Mr. Park said, and it was felt that this trend will receive even greater impetus in the years ahead.

Following the annual stockholders meeting at the corporation's headquarters, Mr. Park was reelected president of Hines-Park Foods at a meeting of the board of directors.

prevention and treatment of pellagra; he discovered the cause and cure of another vitamin deficiency disease—ariboflavinosis; and is well recognized in the scientific world for his additions to the knowledge of various chronic diseases such as anemias, liver disease and experimental diabetes. He is particularly well-known to the baking and milling industries because of his long-time support of the enrichment program.

In 1954 Dr. Sebrell was elected president of the National Vitamin Foundation and vice president of the American Board of Nutrition. He is also a member of the Food and Nutrition Board of the National Research Council.

WRONG ROLL

CHICAGO—A man walked into a bakery shop to get a dozen rolls and walked out with a roll of bills.

An employee said she put the sack of rolls on the counter and her attention was distracted as the man dropped change to pay for them. After he had gone, she discovered that the man had left the rolls and had taken an identical sack containing \$800 in cash.

Before police squads arrived, the man returned to the shop, left the bag with the money on the counter, took his rolls and departed. No one learned his name.

Other officers reelected were James H. Black, Chicago, vice president; H. B. Skinner, Ithaca, treasurer; V. Stewart Underwood, Ithaca, secretary; and Miss Lucille Allen, Ithaca, assistant secretary.

—BREAD IS THE STAFF OF LIFE—

Chas. Pfizer & Co. Offers Two Coloring Agents

NEW YORK—Two coloring agents are being offered to the food industry by Chas. Pfizer & Co., Inc. Their use is seen in giving a natural yellow color to bakery products, shortening, butter, edible oils, margarine and allied products.

Both products, Pfizer Vegetable Color and Pfizer Beta Carotene, can be blended with vitamin A to specification and show a high degree of color uniformity and stability, according to the company.

The vegetable color is described as an oil-soluble 20% suspension of microcrystalline annatto color in refined winterized cotton seed oil.

SELF-SERVICE

(Continued from page 12)

What does Mr. Malberg like about a self-service bakery?

1. He likes the cleanliness angle. Every item is wrapped (cellophane) and is in full view to the customer. There is no fear that someone else may have actually touched the baked product and replaced it on the shelf.

2. There is no handling of money, payment being made at the check-out counter and since every product is identified with the name of the item and its price there is no confusion.

3. The public likes self-service. There is no sales clerk "pushing" a sale.

4. It lends itself to impulse buying. Women shoppers like to look around, to browse, to shop.

5. There is no waiting in line, no number system to contend with.

Buns and all types of rolls pre-packaged six, eight or nine to the package are most in demand, says Mr. Malberg. For those who want a dozen of something they will pick up two packages of sixes, and for those who buy a dozen and a half, they will pick up two packages containing nine items, he points out.

The bakery shelves are located in the corner of the super market nearest the check-out counter on the way out. One row of shelving is 30 ft. long, the other 12 ft., with a small customer counter for special orders nearest the corner.

Cellophane is used for pre-packaging, its advantages being that it is heat-sealable, transparent, flexible and accepts the bond of thermoplastic labels.

Who Is Teaching Your Employees?

By Dr. L. A. Rumsey

EDITOR'S NOTE: The lack of trained leaders to step into executive positions in the baking industry is deplored by many spokesmen, among them Dr. Rumsey, head of the department of baking science and management at Florida State University, Tallahassee. In this article, an excerpt from a talk given by Dr. Rumsey at the recent convention of the West Virginia Bakers Assn., he calls attention to the serious lack of adequate training which is resulting in a shortage of executive leaders in the baking industry. Dr. Rumsey places the emphasis on training.

Who is teaching your employees? That is a leading question today. It requires an answer, the right answer, if we are to build our baking organizations into a strong, progressive force that will win profitable volume in our highly competitive markets.

There is likewise a corollary to that question, namely, "What are your employees being taught?" That is critical nub of the problem.

Management in all industries has found out that "bossism" has no longer been effective in this stage of our industrial development. You are no longer a boss—you can only be a teacher. Your classroom of tomorrow must be in the bakery establishment, or you can call it training if you wish, for education is a universal need of every one in your organization. It is necessary that we realize fully that need and the urgency of answering it.

The teachers in the schools can mould the immature, developing mind; you are responsible for working with, leading, teaching the adult citizen in your employ, if he is to cope with the bewildering problems that surround him. Left to himself he accumulates the disappointments and dissatisfactions of life until he is an easy prey to the subtle influence of the subversive who would promise him relief from "oppression" with some "ism."

A Continuous Process

Education is the process of changing the behavior of people, making people react differently than they would without that experience. It should be a continuous process, progressing with the individual's ability to learn, for when education stops, growth stops. The content or dimensions of education are basically simple:

1. Knowledge or information, which becomes the basis for valued judgments.
2. The individual's attitudes, which become the basis of morale, incentive, motivation.
3. Acquired skills, which become the basis for better performance on the job.

As leaders of a great service industry in your markets, you can no longer escape your responsibility as teachers in all three of the above areas. We all have a common task of teaching. You can no longer afford to let other individuals, or organizations, capture the minds of your workers. It is a great privilege to help people gain and hold the right concepts of the American way of life.

You can, for example, do something about the relationships between:

The baking firm and your community. That is public relations. Good or bad, you cannot escape them.

Management and employees. Hu-

man relations would be a better term than employee relations.

Management and the suppliers of goods, equipment and the services you use. Your industry relations contribute much to successful management.

The relationship between employees themselves, between employees and customers.

There are some rather simple, basic principles and means by which you can make your program effective.

First, you must be convinced that it is the most profitable sort of effort that you as managers and supervisors can undertake. Next, you have the necessity of proving to your employees, supervisory staff, your executive associates, that they will personally profit by participation. That is harder to do.

Basic Wants

We know, by survey and studies made over the years by experts in public and employee relations in industry, that every worker, at all levels, has certain basic wants which need to be satisfied. They become the incentives to improve his status. They are briefly:

Recognition—Each employee wants to be convinced his boss considers him and his job to be important to the whole operation.

Belonging—Each employee wants to be convinced that he can develop strong ties with the people he works with and he wants to include the boss.

Opportunity—Each worker wants the privilege of getting ahead. Fortunately, the worker often is aware of his limitations and if he is not promoted as rapidly as he wants to be, his attitude can be influenced by a frank, open, and honest discussion of his strong points in terms of his present work.

Security—Each employee wants to be convinced he can plan ahead. Feeling economically secure enables him to plan financially for himself and his dependents. Sharing the prospects of the business future with him, if everybody works together, is one means of informing the worker. More important, the worker needs emo-

tional security which enables him to plan ahead in his daily relationship with his boss. If his boss is the kind of person who frequently changes his mind, his disposition, or his attitude on important matters, the employee will not enjoy emotional security. Above all, the employee must be allowed his dignity and personal integrity through his work and his personal relationships with other workers as well as his boss.

The order of importance of those needs may be reversed in individual cases, but they are all basic to company organization and profit. The final product of right relationships within the company is consumer satisfaction, and that is the fundamental of profit.

As we go further into this period of economic prosperity, we have a great opportunity as an industry to capitalize upon the teaching of consumers and employees alike to appreciate our industry and its service. We must take immediate advantage of this opportunity, or see other food services make further inroads into our volume and profits.

A Great Movement

It is significant that one of the really great movements in the baking industry today is the development of plans and a program for just this sort of teaching, this education and training of employees.

Only a few years ago, when we made a survey of 1,000 leading baking companies, about a dozen admitted to having formalized their program. Many more said they wanted to, or planned to do something about it. Others said it would cost too much, or they didn't need it. Within the past few months, I have been in personal contact with many baking company executives who are definitely working on a program, or who say they have their program ready.

Some of the larger multi-unit companies have naturally been leaders in this movement, first because they have learned the necessity of teaching and training men to move up into executive positions in their various plants and markets. For the most part this development has been a



Dr. L. A. Rumsey

mutual effort between management and a personnel or public relations director. In smaller baking companies one of the executives takes over the duties of the employee relations job, and seeks such supervisory help as he can get to establish the teaching-training program. There is no baking business so small that it can afford to neglect this responsibility to the employees.

How many established baking companies have you seen change ownership these past few years because the family owner or manager had no one ready to take his place, or no employees ready to move up in responsibility as older supervisory personnel left the ranks.

I like to think that we at Florida State University have been helpful in stimulating the development of better teaching and training programs. Bakery executives and allied trades management are seeking graduates in baking science and management to come into their organizations, and to help in their employee programs.

It is a sad and disappointing fact that the great majority of our bakery employees, the hand workers and machine operators, do not or cannot respond to opportunities for the upgrading of their skills, but worse still, too few of them have the capacity to grow into supervisory personnel. The bakers of tomorrow need so much more of basic knowledge and know-how that management sees the necessity of recruiting younger employees of demonstrated ability to learn and a zeal to develop their talent sufficiently to meet the new requirements of this fast growing technology and a modern kind of employee relations.

This kind of new employee will not seek out your employment agencies, or come to you for jobs, unless you find the way to interest them in the baking industry and promise them opportunities for personal gain, for advancement and security. And those opportunities must be equal to, or better than, the other industries or trades in your market.

Sources of New Manpower

There are three or four good sources of new manpower from which you can draw to fill your various needs. Some 50 vocational high schools with courses in baking are interesting young men in careers in baking. Their eventual value to you will depend upon your willingness to

(Continued on page 52)



FIRST BULK CAR—The first bulk carlot shipment of flour left the Abilene Flour Mills Co. plant at Abilene, Kansas, recently. Pictured, left to right, with the loaded car, are Charles E. Huffman, mill superintendent; John L. Hogan, traffic manager and treasurer; R. B. Laing, vice president and sales manager; Robert Amsbaugh, warehouse foreman, and James Otto, assistant sales manager.

Mostly Personal...

Earl Morse, executive vice president of the Doughnut Corporation of America, has been named chairman of the baking and baking supplies division of the 1955 Greater New York Fund campaign.

Among the committee chairmen named by the Omaha Chamber of Commerce are **Harold D. LeMar**, vice president of the P. F. Petersen Baking Co., and **Owen Cotton**, admini-

strative assistant at Nebraska Consolidated Mills Co. Mr. LeMar has been reappointed chairman of the Armed Forces Committee. Mr. Cotton will serve as head of the municipal affairs committee.

John E. McKeen, president of Chas. Pfizer & Co., Inc., Brooklyn, was decorated with the silver medal of the Greek Red Cross in Athens recently. The decoration was in recogni-

tion of services rendered by the firm to Greece in the shape of \$20,000 worth of antibiotics donated to the Greek Red Cross for treatment of Ionian Islands and Volos earthquake victims.

Mr. and Mrs. John Benkert recently returned from a tour through Europe. Mr. Benkert is the proprietor of Benkert's Bakery, Great Neck, N.Y.

Wallace Ensor retired recently after 35 years of service with the Sands, Taylor & Wood Co., Somerville, Mass. **Walter E. Sands**, president an-

nounced recently. Mr. Ensor upon his retirement accepted a position with the town of Belmont, Mass., as finance head. His successor at Sands, Taylor & Wood Co., is **Henry R. Brown**, a former baker and salesman.

Sanford V. Epps, in behalf of Claussen Bakeries, Inc., Augusta, Ga., recently received a merit award from "Financial World," a national business and investment publication, for distinguished achievement in annual reporting and in recognition of the excellence of its 1954 annual report to shareholders. Mr. Epps is president of Claussen.

Mr. and Mrs. Daniel Hirz have returned from a seven-week cruise during which they visited six European countries. Mr. and Mrs. Hirz operate Hillcrest Bakery, Paterson, N.J.

George J. Martin, manager of the mechanical division, National Biscuit Co., New York, will serve as chairman of an American Management Assn. workshop seminar on the campus of Colgate University, Hamilton, N.Y., Aug. 8-10.

A recent surprise party for **Mrs. Hattie Adams**, cake expert with the Ward Baking Co., Birmingham, Ala., was the culmination of 28 years as a supervisor in the cake department. Retiring now, Mrs. Adams plans to travel for a bit and then settle on a farm she bought recently.

John Richter, Brechet & Richter Co., Minneapolis bakery supplier, was recently named University of Minnesota alumni representative on the board of the Coffman Memorial Union of the university.

A buffet luncheon and dancing party marked the observance recently of the fiftieth wedding anniversary of **Mr. and Mrs. Arthur Spang**. Mr. Spang is president of the J. Spang Baking Co., Cleveland, which was founded by Mr. Spang's father in 1888. The Spang anniversary celebration took place at the Westwood Country Club. Active in community as well as industry affairs, Mr. Spang recently became president of the West Side Savings & Loan Co. of Cleveland.

A dinner at Iacomini's Restaurant, Akron, Ohio, honored **E. A. Dawney**, who retired recently as manager for the Akron area for the American Bakeries Co. He had been with the firm for 31 years. **D. C. Mendenhall**, general sales manager, and **D. W. Elliott**, executive vice president of American, were among the special guests at the dinner.

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SUPER GRADES		PROTEIN	ASH	REGULAR GRADES		PROTEIN	ASH
Super Sapphire	12.50	.40		Regular Sapphire	12.00	.40	
Super Judith	12.70	.42		Regular Judith	12.25	.42	
Isis Clear	15.50	.72		King Grizzly Clear	14.40	.72	
MELLOW GRADES		PROTEIN	ASH	SPECIAL GRADES		PROTEIN	ASH
Mellow Sapphire	11.40	.40		Dakotana (high gluten)	15.00	.45	
Mellow Judith	11.70	.43		Sapphire Whole Wheat (Coarse or fine granulation)	15.00	1.50	

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CONVENTION CALENDAR

Sept. 11-12—Virginia Bakers Council, Inc.; Natural Bridge, Va.; Sec., Harold K. Wilder, 5 S. 12th St., Richmond, Va.

Sept. 11-13 — Wisconsin Bakers Assn.; Plankinton Hotel, Milwaukee, Wis.; Sec., Fred H. Laufenburg, 161 W. Wisconsin Ave., Milwaukee, Wis.

Sept. 20-21 — Nebraska Bakers Assn.; Paxton Hotel, Omaha; Sec., L. F. O'Konski, 1806 Chicago, Omaha, Neb.

Sept. 29-Oct. 1—National Assn. of Bakery Sanitarians; Senator Hotel, Atlantic City, N.J.; Sec., Gerald Riley, c/o Modern Sanitation, 855 Avenue of the Americas, New York, N.Y.

Oct. 1-6—Baking Industry Exposition (American Bakers Assn., Bakery Equipment Manufacturers Assn.), Atlantic City, N. J.; Sec., Harold Fiedler, American Bakers Assn., 20 N. Wacker Drive, Chicago 6, Ill.

Oct. 6-8—Natl. Bakery Suppliers Assn.; Shelburne Hotel, Atlantic City, N.J.; sec., Philip W. Orth, Jr., 304 E. Florida St., Milwaukee, Wis.

Oct. 23-25—National Pretzel Bakers Institute; Shoreham Hotel, Washington, D.C.; Sec., Alex V. Tisdale, Star Route, Pottstown, Pa.

Oct. 29-31 — New Jersey Bakers Board of Trade; Hotel Berkeley-Carteret, Asbury Park; Sec., Michael Herzog, 48 Cleremont Ave., New Brunswick, N.J.

Nov. 13-15—New England Bakers Assn.; Hotel Statler, Boston, Mass.; Sec., Robert E. Sullivan, 51 Exeter St., Boston 16, Mass.

1956

April 8-11—Associated Retail Bakers of America; Hotel Sherman, Chicago; Sec., Trudy Schurr, ARBA, 735 W. Sheridan Road, Chicago 13, Ill.

April 12-15 — Southern Bakers Assn.; Roney Plaza Hotel, Miami Beach, Fla.; sec., Benson L. Skelton, 703 Henry Grady Bldg., Atlanta 3, Ga.

June 18-20 — Bakers Assn. of the Carolinas; Mayview Manor, Blowing Rock, N.C.; sec., Louise Skillman, 2608 Portland Ave., Charlotte, N.C.

—BREAD IS THE STAFF OF LIFE—

Chicago Metallic Names Southeast Sales Engineer

CHICAGO—Jerome H. Debs, president of Chicago Metallic Manufacturing Co., announces the appointment of John F. Reaves, Atlanta, as factory sales engineer in charge of the southeast. His territory will include Alabama, Florida, Georgia, Louisiana, Mississippi, North Carolina, South Carolina and Tennessee.

—BREAD IS THE STAFF OF LIFE—

JOSEPH DeMICHEAL DIES

LOUISVILLE—Joseph DeMicheal, 63, vice president of the Bakery Operating Co. and owner of the Crescent Pastry Shop here until three years ago, died recently at Louisville.

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TEACHING YOUR EMPLOYEES

(Continued from page 49)

help teach and train them for the opportunities ahead. Another source of good manpower is the industry trade school, where you can send your ambitious employees, or where you can hire men more experienced in baking who have shown their ambition to learn more about their trade. These schools have for years been the best, and almost the only, source of practical training in baking.

For young men who can devote four years of their life to education and sound specialized training in the principles and practice of the baking industry, Florida State University now has a course available. Sixteen of them have already graduated with their degree of bachelor of science in the baking business and are now at work in the industry, or are already spoken for as soon as they finish their military service.

These men, while still young, have packed a lifetime of the best knowledge and experience to be found in the industry into their four years of study, and are now candidates for supervisory and management positions in your organizations.

Sixteen won't go very far to meet the industry's need for a thousand or more, but there are more to come. You need one or more of them in your teaching-training program.

That brings us to the final and best source of new manpower for our industry: our high schools. An important part of the industry movement for sound teaching and training is to stay in close contact with the principal or the vocational director of the local high schools. Make sure that they have the literature available and an appreciation of the opportunities for the high school graduate of ability who wants to prepare himself for a satisfying career in the baking industry. For the record, many corporation plant managers and independent bakery owners and managers are actively engaged now in searching out good students in their local high schools and helping to direct them into baking. Naturally, the majority of them will be from baking families. Of course, you must be ready to help support their cost of education, but can you find a better, more

productive use for your tax-free dollar than to help a brilliant young future executive prepare himself for our industry, and who will likely want to come back to your business?

One of the most satisfactory, successful methods of teaching future employees in your business is through the summer vacation job. That applies to both high school and college students. It is an easy way to start with your own teaching-training program. This summer about 60 of our students are in bakeries all over the country, in production or sales. They will come back to us with some mighty interesting and enthusiastic accounts of their experience in your plants. We are in constant contact with them, personally and through the reports of their supervisors in the plants. Already I have heard these young men express the opinion that they do not want to work for management that has no plan or program for continued education and training in the business. They know that the many businesses and industries now recruiting new employees among the graduates on the university campuses over the country place that teaching-training program high on their list of advantages for new manpower.

Basic Education

We have, in the baking industry, at least six different types of operations: wholesale, retail, house-to-house, multiple unit, chain store and industrial. The special procedures and economies of each can best be taught within the organization. We all, however, must concern ourselves with six basic types of teaching:

1. The type of general education which makes a man an intelligent, economic, social citizen, an asset to his community.
2. Technical knowledge and training, the know-how of his industry.
3. Education for supervision. Up to the present time that has been the weakest link in our whole industrial program.
4. Education for management. This is the ultimate objective of your part of the program at Florida State University.
5. On the job learning; a knowledge of attitudes and skills, of appreciation for the importance of each part in the whole scheme of service to the consumer.
6. Economics; the relation of the job to profit and of profit to the security of all.

When you assume your own responsibility for teaching your associates and fellow employees, you will be contributing most to the success of the baking industry at large, and your own eventual success and profit.

—BREAD IS THE STAFF OF LIFE—

St. Louis Production Club Names Officers

ST. LOUIS—Bill Nenninger, Betendorf Markets, is the new president of the Greater St. Louis Bakery Production Club.

Other officers elected are Barney Gaven, American Bakeries, Co., first vice president; Harold Peterson, Pillsbury Mills, Inc., second vice president; Leroy Carlson, Continental Baking Co., third vice president; Bill Ward, Standard Brands, Inc., secretary-treasurer; and Harold Koenigsburg, Straus Grocery Co., executive board member for two years.

The next meeting will be held in September.

WANT ADS

Advertisements in this department are 15¢ per word; minimum charge, \$2.25. (Count six words for signature.) Add 20¢ per insertion for forwarding of replies if keyed to office of publication. Situation Wanted advertisements will be accepted for 10¢ per word, \$1.50 minimum. Add 20¢ per insertion for keyed replies. Display Want Ads \$7 per inch per insertion. All Want Ads cash with order.

MISCELLANEOUS

BERLING'S BAKING & DECORATING
School—Butter cream, candy, chocolate, marzipan, cocoa painting, gum paste, caramel. 1466 Third Ave., New York, N. Y. Regent 4-6475. Evening classes.

NEXT CLASS AT OKLAHOMA SCHOOL
of Baking will start Sept. 5: G.I.'s and non-G.I.'s accepted. Full course completed in 12 months. Intensive 4 months' course available for allied and bakery employees unable to take complete course. Fees and living expenses reasonable. Loan scholarship fund available for students needing financial assistance. Graduates in great demand at good starting salaries. For further information write Jno. C. Summers, Oklahoma A. & M. School of Baking, Okmulgee, Oklahoma.

HELP WANTED

SALESMAN WANTED WITH FOLLOWING
to sell bakery supplies. A few choice territories open. Liberal commission basis. H. Hexter & Son, 18103 Roseland Rd., Cleveland 12, Ohio.

POSITION OPEN AS RESEARCH CHEMIST
with prominent specialty cereal mill. Applicant should be a cereal chemist with experience in product development and production. Opportunity for advancement to executive position. Age preferably 35-40. Reply giving full resume with snapshot. State salary expected. Address 1065 The American Baker, Minneapolis 1, Minn.

WANTED SALES EXECUTIVE FOR PACIFIC COAST FLOUR MILLING COMPANY. Not over 45, that is experienced in all aspects of flour sales, but particularly specialized in wholesale bakery sales. This man also must be capable of training men and organizing a profitable sales organization so that he may earn the substantial remuneration that will be paid to him if he is successful. This is a top position. All inquiries held in strictest confidence.

TERMINAL FLOUR MILLS CO.

801 Board of Trade Bldg.
Portland 4, Oregon

BAKERIES FOR SALE

BAKING CONCERN
Wholesale-Distributing, average sales \$641,756 year, gross profit average 23.67%, 12 routes, 2 distributors, 1,100 accounts, northern Ohio, baking sweet rolls and other Grocery-Restaurant items. large chain distributorship, modern equipment, 17 trucks, lease, \$600 rent, price \$190,000, property optional. Apple Co., Brokers, Cleveland, Ohio.

2-Year Wage Contract

MINNEAPOLIS—A two-year contract between 21 Minneapolis and St. Paul wholesale bakeries and the AFL Bakery Workers unions, Local 21 in St. Paul and Local 222 in Minneapolis, has been signed.

Provided in the new contract are wage increases, a pension fund and vacation clause expansion at an estimated "packet" cost of 10¢ an hour. Also provided is an additional wage increase of 5¢ an hour effective May 1, 1956.

MICROFILM EDITION OF THE AMERICAN BAKER NOW AVAILABLE

FOR LIBRARIES AND COMPANIES with microfilm facilities, The American Baker is now available in microfilm form, beginning with volume 18, covering the complete set of issues for the year 1950 and continuing through volume 21, for the year 1953. Subsequent volumes will be issued annually by University Microfilms, Ann Arbor, Mich.

One of the most pressing problems facing all types of libraries is that of providing adequate space for a constant flood of publications. Periodicals pose an especially difficult problem because of their bulk and number. For this reason, many libraries and other users of microfilm equipment are substituting microfilm editions for their paper copies after the latter have passed their period of maximum use.

The microfilm is in the form of positive microfilm, furnished on suitably labeled metal reels, each covering an entire volume. Orders should be addressed to University Microfilms, 313 N. First Street, Ann Arbor, Mich. The cost of each yearly edition is approximately \$3.55.

BAKING HELPS

from The American Baker's
Reader Service Department

Baking Publications:

BAKING SCIENCE & TECHNOLOGY

By E. J. Pyler, and staff of Siebel Institute of Technology

In two volumes of over 800 pages. Five sections devoted to 1—Scientific facts on basic physical chemistry of baking; 2—detailed information on flours, sugars, syrups, shortenings, milk products, egg products, water and salt; 3—discussion of the modern principles of dough mixing, fermentation, make-up, baking, rye bread production, bread-staling and testing methods; 4—cake baking with details on ingredients, flavor, techniques and miscellaneous bakery products; 5—bakery equipment of all kinds. A good source of reference for the bakery production man, baking chemist, cereal chemist. Well recommended by authorities in the field.\$15.00

SCIENCE AND PRACTICES OF BREADS AND ROLLS MANUFACTURE

By John C. Summers

Mr. Summers is manager of the Oklahoma School of Baking, formerly with the Baking School of Dunwoody Industrial Institute. A splendid guide to practical bakers.\$3.75

BAKERY MATERIALS AND METHODS

By Albert R. Daniel

500 pages of sound information covering bread and cake production\$5.00

BASIC SCIENCE FOR BAKERY STUDENTS

By P. S. Jewell, H. Mulholland and S. F. Everiss

A new book, in which is explained the principles of chemistry, physics and biology upon which the practical operations of the bakery trade are based. Theory and practice combined, with experiments suggested for student to check up on the theory. An appendix for teachers, explaining use of the instruments and making of necessary solutions.\$4.00

THE BAKERY TRADE AS A CAREER

By Albert R. Daniel

For students and bakers who wish to become master craftsmen. A. R. Daniel has written many accepted books for the baking industry\$2.00

MODERN BAKERY MANAGEMENT

By F. Boreham

New, 1954. Of exceptional value in successful bakery management. Of assistance before, during and after training and as a guide and reference for the established bakery manager\$1.50

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By Edmund B. Bennion

An Oxford University Press book, dealing with the production of bread in plant bakeries. Bread recipes are given. Revised sections on fermentation, hydrogen concentration and colloidal formation of dough. Chapters on machinery and ovens are extended to include chapters on bakery construction, air condition, bakery organization, costs, etc. The author is British and his treatment of the subject is from a British viewpoint.\$6.75

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By Victor F. A. Richter

Full details and clear instructions for the making of all kinds of Vienna, French and Continental Fancy Breads, Rolls, Fermented Pastries and Specialties De Luxe. Fully Illustrated art paper, cloth bound\$4.50

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Promises to be even more popular than the first edition. Chapters on raised pies and Cornish pastries; miscellaneous recipes for flapjacks, butter crunch, othellos, oven pancakes, etc. Fully illustrated, on art paper, and stoutly bound in leather cloth. Valuable reference book for confectioners and pastry cooks.\$5.00

MANNA (Revised 2d edition)

By Walter T. Banfield

Over 500 pages. A comprehensive treatise on bread manufacture. Includes all classes of bread, including dietetic and fancy breads. Deals with processes in use, also gives details of specific faults in bread and causes.\$6.50

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By L. O. Smith

Bakers hoping to gain publicity and increased trade by entering cake exhibitions will benefit by this work which tells how to produce the baked goods judges are looking for.\$7.00

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By Monroe Boston Strause

Step-by-step details in producing pies of the very highest quality are included in this 328-page book. Formulas for 82 different pies are included, with several variations of some.\$5.00

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Practical and most of the designs can be reproduced very quickly. A great assistance to the worker in sugar. 3d edition, with new ideas and designs.\$2.50

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By "Nirvana"

This new work opens up a wide field for all who are interested in cake decorating. Supplies designs and procedure for a wide variety of decorated confectionery, such as Torten, Gateaux, Short Bread, Simnel Cakes, show pieces and Easter Eggs. Fifteen Chapters, 130 illustrations\$6.00

THE REASON WHY

By Albert R. Daniel

Practical answers to everyday bakeshop questions. Third edition of this popular reference book for students. Revised in light of useful research work done.\$1.00

MORE REASONS WHY

By Albert R. Daniel

A second revised edition of this companion volume to "The Reason Why." To those just entering the Bakery Trade, it is essential they should know why this or that is done, or happens, or is not done, or does not happen. This book, with "The Reason Why," provides an excellent source of valuable and useful information.\$1.00

HANDBOOK FOR ROUTE SALES EXECUTIVES (1955)

By Fred De Armond

This volume covers all the factors of route sales work. The baking industry is especially emphasized in it. It deals with all the techniques of establishing routes, controlling salesmen, marketing studies, sales manuals, sales contests, recording problems, transportation problems. A valuable help to bakers that have one or many routes for retail store selling. 276 pages, cloth bound\$6.00

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A new publication written especially for the route salesman and managers interested in this method of distribution.\$3.50

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Another volume dealing with European pastry delicacies, this work contains almost 1,500 formulas, with sections on yeast cakes, meringues, and pastries in addition to confectionery.\$10.00

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By Albert R. Daniel

With supplement by J. H. Macadam. The first dictionary for the baking and allied trades.\$3.00

DAY-BY-DAY BOOK

Originally developed by John M. Hartley, and in use by bakers for thirty years. Consists of a sufficient number of sheets to take care of a full year's operations, with a binder of capacity to hold that number of sheets. It is a simplified system of bookkeeping for the retail baker, providing practically all the records he needs for efficient operation, and the required information for income tax purposes. It is modernized to meet present necessities, somewhat changed in format from earlier editions, and in loose-leaf form.\$12.00

Service Publications of The American Baker:

THE BAKESHOP TROUBLE SHOOTER

By A. J. Vander Voort

One of the classic publications for the baker, prepared by an expert in his field, now in its fifth printing. An invaluable aid in solving production problems almost as rapidly as they occur.\$1.00

THE BAKESHOP FORMULA BOOK—Cakes and Pastries

Another book by A. J. Vander Voort, and a handy source of up-to-date and practical formulas on the production of cakes and pastries with which the baker can increase sales and improve his products' quality.\$1.00

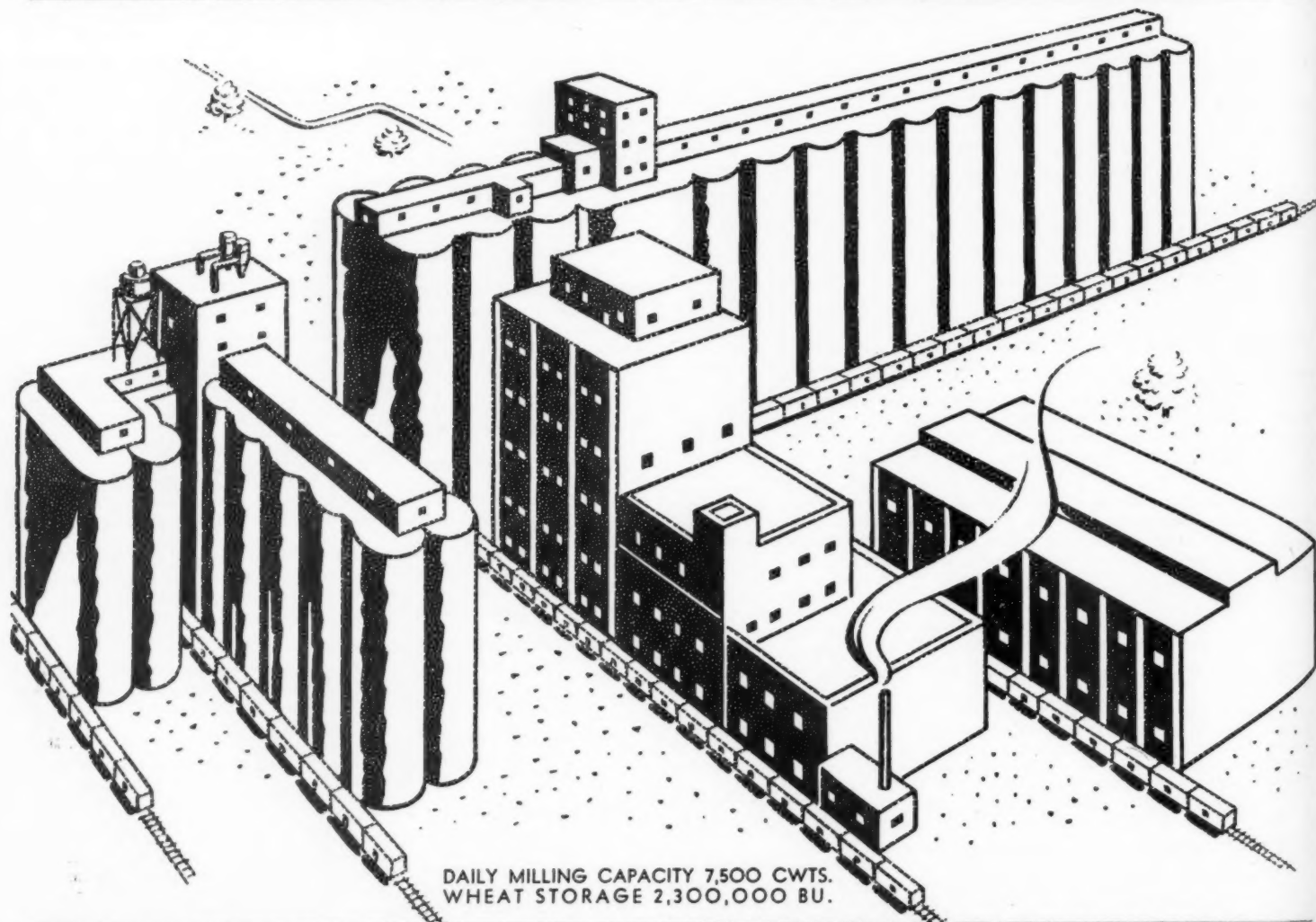
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Companion book to the Bakeshop Formula Book—Cakes and Pastries. The title and Mr. Vander Voort's treatment of the subject, recommend it to bakers, large and small.\$1.00

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NEW WHEAT is rolling to market from the grain fields of the Southwest and I-H wheat buyers are busy selecting lots with the finest baking qualities ... helped out too by the fact that our mill location enables us to choose without penalty the best wheats from four major producing states.

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If the bakery production managers bought the flour, they tell us we couldn't make enough **DRINKWATER FLOUR!**

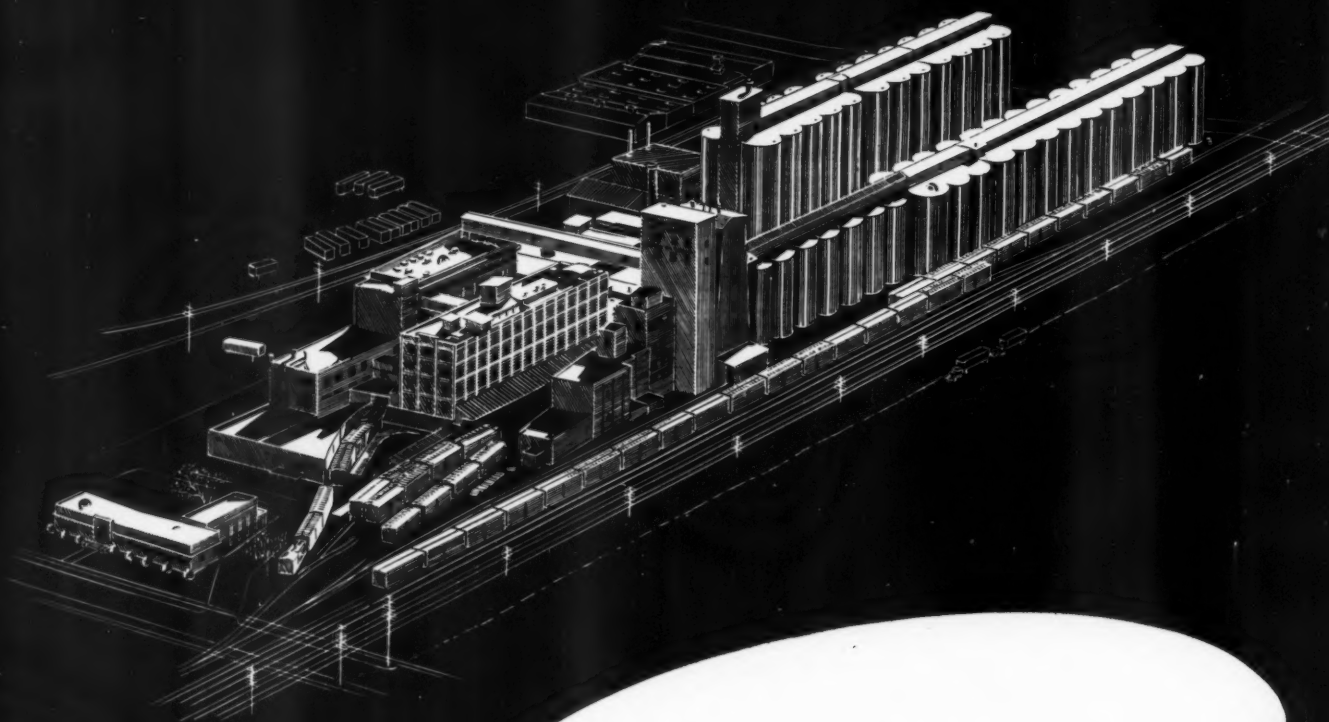


...not quite as good
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since the boss put us on 100%

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There's no fussing and fretting... then waiting with wrinkles in your brow, hoping for no "cripples." It's easy to bake perfect brown loaves every time since we're using *all* Drinkwater.

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results under all
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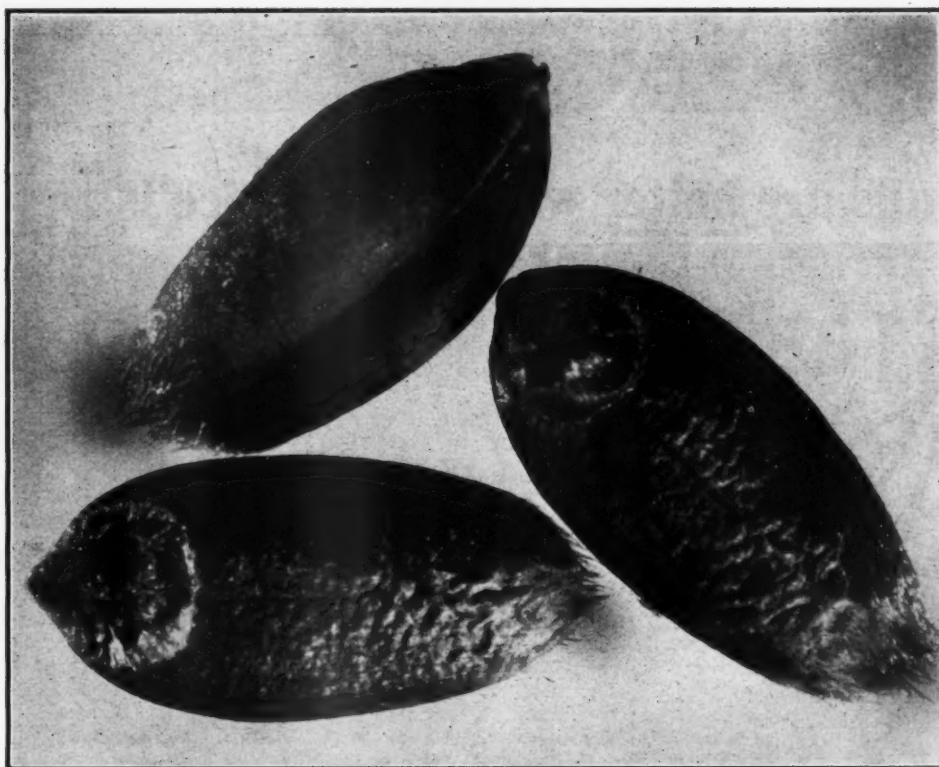
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BIG and GOOD

That's the Story of this Year's
NEBRASKA WHEAT CROP

ECONO-FLO BULK FLOUR SERVICE

- 1 Bulk rail cars are now available for the movement of Gooch flours in shuttle service from the Gooch mill to bakers.
- 2 Bulk flour terminals are being constructed at strategic points to give faster service and to provide bulk truck delivery in certain metropolitan areas.
- 3 Specially designed trucks for low cost bulk flour hauling are being made available at certain strategic points.
- 4 Econo-Flo Bulk Flour bins and handling equipment with a record of proven success based on actual usage are now available to the baking industry.

"A real service to the baking industry is our only objective"

Yes, larger by 24% than was estimated by crop experts on June 1st this year.

And GOOD because about 98% of the Nebraska wheat crop is of varieties approved by the Nebraska Grain Improvement Association. The milling and baking characteristics of these approved varieties rate "Good to Excellent."

Gooch will have enough of the best to supply you with—

GOOCH'S BEST
Identical
Performance **FLOURS**

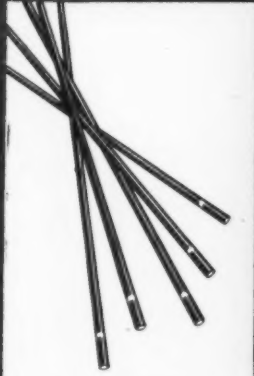
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Daily Capacity 5,000 Cwts.


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Results are better when your choice is right!



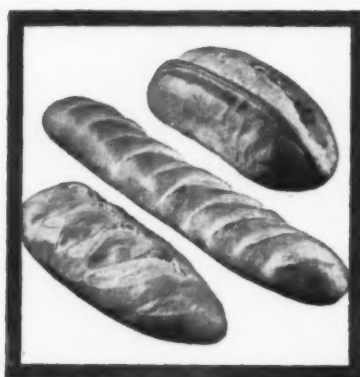
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WELDING OF
STEEL PLATE...**

you'd use a
high-grade,
low carbon
steel rod



FOR EXTRA STRENGTH IN HEARTH BREAD DOUGHS...

Choose PRODUCER Flour



If you want *strength* in your formulas, you can get it with Producer flour. This high quality bakers' patent is noted for its extreme tolerance to fermentation and temperature. Producer is ideal for blending to strengthen lower protein flours. Many bakers use it as the sponge flour. It is particularly suitable

for hearth bread. Like Occident and Sweet Loaf flours, Producer is recommended where lean formulas are used.

Ask your Russell-Miller representative about Producer... and the other fine bakery flours he has to fit your individual needs. He'd like to talk with you. Just write, wire or phone.

R_x FOR ALL YOUR FLOUR NEEDS...

Occident	Kyrol	American Beauty
Producer	Occident 100%	Bakers
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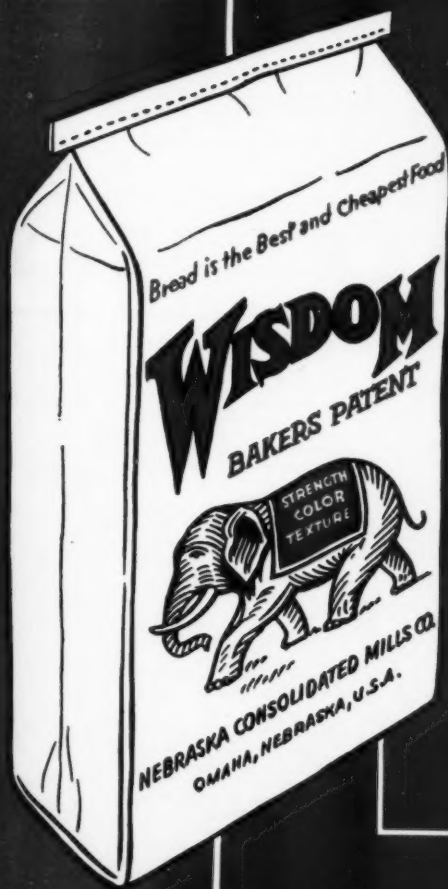
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FROM *Nebraska*

HOME OF TODAY'S BEST BAKING WHEAT

COMES AMERICA'S MOST *Versatile*
BAKERY FLOUR



WISDOM

Another new crop of wheat has been harvested in Nebraska. It's a fact that practically all Nebraska varieties are "good" to "excellent" in milling and baking characteristics. To take advantage of these favorable properties and to obtain both spring and winter characteristics in a single flour—buy WISDOM Baker's Patent. WISDOM is a Nebraska flour, milled in Nebraska. AND ASK US ABOUT OUR BULK DELIVERY PLAN.

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Quality Flour for Every Need

Cliff H. Morris & Co.

25 Beaver Street NEW YORK

Florida Friends Assist
Legless Baker

HOLLYWOOD, FLA. — Neighbors and businessmen of Hollywood, Fla., recently came to the aid of a legless baker and provided him with a small bakery in which to house his business.

Charles Wichner, a baker, lost both his legs as the result of an operation several years ago. In an attempt to earn his living he started to bake pies in the kitchen of his home and to sell them in a small shop converted in the front part of the house. Friends collected money with which to purchase an 18-pie capacity oven and it was thought that Charley could get along.

But the Florida agriculture department told him he could no longer operate the bakery if he was going to bake in his kitchen and carry the pies through the living room to the store. Even moving the furni-

ture out of the living room did not satisfy officials so it looked as though the legless man would have to forsake his business.

Then neighbors and friends came once more to the rescue and put up a 20x30 ft. concrete building in the front of Mr. Wichner's property, and here he now operates his bakery and food store.

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NEW TOLEDO BRANCH

TOLEDO, OHIO — Alfred Nickles Bakery, Inc., Navarre, Ohio, announced the leasing of 15,000 sq. ft. of space at 230 Thirteenth St., Toledo, Ohio, as the headquarters of a new Toledo branch of the firm which operates in three states. The branch will be under the management of Jess Brokaw.

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Highest Class Mills and Buyers

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Man's dependence on the proven law of gravity makes the plumb line one of his most serviceable tools of measurement.

Flour treatment requires dependence on known factors, also on equipment for consistently profitable operation, on service for assurance of continued operation. Wallace & Tiernan offers you both through an integrated manufacturing, research, and service organization with one-line responsibility. Laboratories that work with you and your consultants on maturing, enriching, and color improvement problems help you get topmost production efficiency. An extensive field service organization always available for unforeseen emergencies, and a regular inspection service, help you prevent serious trouble and avoid costly shut-downs.

Because *you* can depend on Wallace & Tiernan for the most reliable flour treatment equipment and service available, *your customers* can depend on you.



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for flour maturing
NOVADELOX
for a whiter, brighter flour
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for uniform enrichment

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A Remarkable Pair



STANEGG—egg yolks in powdered form, for sweet rolls, coffee cakes, doughnuts, cookies and partially baked goods.

STAN-WHITE—stabilized powdered egg whites, for angel foods, layer cakes, cookies, icings, pie fillings, meringues, marshmallow and other toppings.

Truly—a remarkable pair!

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